



Dallas

MAY 1955



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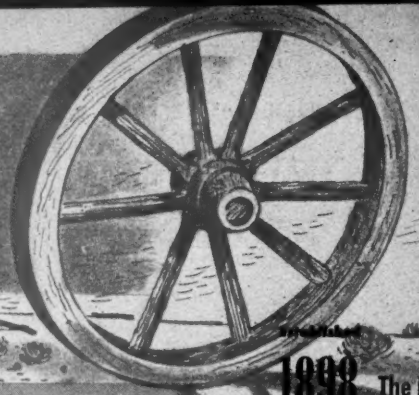
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**ENGINEERS, DESIGNERS and MANUFACTURERS of PORCELAIN ENAMEL, PLASTIC and NEON SIGNS**

# Dallas PIONEERS



Established

**1869** Padgett Bros.  
Company  
Leather Goods—  
Wholesale and Retail

**1872** Dallas Railway  
& Terminal Co.  
Street Railway

**1872** Huey & Philp  
Company  
Wholesale

**1878** National Bank  
of Commerce  
Banking

**1884** The Dorsey  
Company  
Printers — Lithographers  
Stationers — Office Furniture

**1887** Buell & Company  
Building Material  
Distributors

**1889** Austin Brothers  
Steel Co.  
Steel for Structures of Every Kind

**1889** J. W. Lindsley  
& Company  
Real Estate and Insurance

**1892** The Egan  
Company  
Printing, Lithographing, and  
Embossed Labels

**1893** Fleming &  
Sons, Inc.  
Manufacturers — Paper  
and Paper Products

**1896** Briggs-Weaver  
Machinery Co.  
Industrial Machinery  
and Supplies



MASS motor traffic on Central Expressway now moves through the site pictured above at the corner of Hawkins and Central Railroad. Fifty years ago the Buell Planing Mill was a major source of millwork for Dallas' fine homes and buildings. Office railings and pews were standard items, and a major part of their production included fine oak and walnut doors and custom millwork. The Buell Company was founded in Dallas in 1887 by Frank T. Buell, a carpenter who had migrated from Canada. Most of the artisans employed in the Buell Plant were experienced carpenters and cabinet makers. Shortly after the turn of the century Dallas marked another building milestone when its first cement plant began operating and the Carnegie Library had just been built. Dallas then had a population of less than 45,000. The mill shown above burned down in 1910 and the Buell's rebuilt in the same neighborhood. In 1914 R. H. Buell, a son of the founder, joined the firm and in 1924, D. P. Buell, another son, and president of the Buell Company today, joined the organization. In later years, the firm expanded into the retail lumber business and the planing mill was discontinued in 1932. Today, Buell and Company are wholesale distributors of glass, paints, hardware, wire products, sash, roofing and insulation. The firm serves a territory within 150 miles of Dallas, and their present plant which extends from Swiss through to Live Oak is within shouting distance of the site where the founder set up business 68 years ago.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

**1888** The Prater  
Life Insurance Co.

**1900** The Murray  
of Texas,  
Carver Cotton Gin Division  
Boston Gear Works Division  
Industrial Supply Division

**1902** Cullum &  
Boren  
Red Fox Athletic Uniforms  
Wholesale and Retail Sports

**1902** Hunter  
Elevator Co.  
Passenger, Freight and  
Elevators

**1903** Republic  
Company  
Writing Fire, Tornado,  
Inland Marine, and Auto  
Insurance

**1904** T. A. Mann  
& Sons  
Insurance Managers  
Fire — Casualty

**1910** Moser Co.  
Realtors  
Industrial and Commercial  
Leasing and Sales

**1910** Red Bryan's  
Smokehouse  
Barbecued Meats

**1911** Graham  
Shoe Company  
Manufacturing  
Wholesalers

**1912** Stewart  
Supply Company  
Stationers — Office Outfits

**1914** Texas Empire  
Insurance Agency  
Workmen's Compensation  
Insurance



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Pratt

Murray

Texas, L

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# Dallas

May • 1955

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If you want your property to benefit certain persons, be sure that your will is clearly written. An inaccurate word or phrase may defeat your plans.

Your Attorney should draw your will, naming an experienced executor-trustee who can carry out your plans.

One of our Trust Officers will be glad to help you to plan a more secure future for your family, without obligation or cost.



Trust Department

**NATIONAL BANK IN DALLAS**

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



## The Un-Natural Gas Act

**N**OT since the historic tidelands controversy have the Congressional delegations of Texas and a number of other states become so aroused over the ominous prospect of an unwarranted arrogation of power by the Federal Government as they are today on Capitol Hill. The issue now is bureaucratic control over the extensive and complex natural gas industry, reaching beyond the major companies and blanketing thousands of small independent and individual producers.



DALE MILLER

The stage was set on June 7th of last year when the Supreme Court, by a five-to-three division, ruled that the provisions of the Natural Gas Act of 1938 apply not only to the principal companies engaged directly in interstate commerce but also to persons engaged in the production of gas if they make sales which eventually end up in interstate commerce. The effect of that sweeping decision was to place under the jurisdiction of the Federal Power Commission a tight control over the nation's sixth largest industry, a control which extends all the way from the wellhead to the consumer. As Justice Tom Clark stated, in an eloquent dissent from the majority opinion, the decision brought "every gas operator, from the smallest producer to the largest pipeline, under Federal regulatory control . . . contrary to the intention of the Congress, the understanding of the states, and that of the Federal Power Commission itself."

His reference to the attitude of the Federal Power Commission points up a curious aspect of the controversy. The public has become all too familiar in recent years with the insidious efforts of bureaucratic agencies to enlarge the scope of their power and authority, but in this particular case the FPC has contended that the public interest would best be served if the pro-

visions of the Natural Gas Act were limited to the companies engaged in interstate commerce rather than construed to encompass all independent producers and gatherers of natural gas who sell that gas in a competitive market to the major distributors. In fact, prior to the Supreme Court decision the FPC held exhaustive hearings to determine the extent of its regulatory authority, and after thorough study the Commission members held, by a four-to-one vote, that they did not possess the power which the Supreme Court nevertheless ruled that they did possess and must exercise. The FPC then issued orders freezing the wellhead price of natural gas and requiring some 4,000 independent producers to qualify as natural-gas companies in order to sell gas which eventually is distributed in interstate commerce.

To say that these developments have caused some confusion in the industry is putting it mildly. In fact, the situation has become more chaotic than merely confused, and a concerted drive is underway on Capitol Hill to bring about the enactment of legislation which will correct it. Spearheading the drive are the most influential members of the Texas delegation. Speaker Sam Rayburn has put his powerful support behind it in the House, as Majority Leader Lyndon Johnson has in the Senate. On the Interstate and Foreign Commerce Committee of the House, which is considering the legislation, are two Texas members, Walter Rogers and Martin Dies, while on the corresponding Senate Committee is Price Daniel. Representative Frank Ikard of Texas was the first among a number of members of the House to introduce the corrective legislation, and other Texas Congressmen are devoting their attention assiduously to the problem.

Inasmuch as it palpably was not the intention of the Congress for the Natural Gas Act of 1938 to be construed as covering thousands of independent producers who are not themselves engaged in interstate commerce — and inasmuch as the

Federal agency which administers the act has testified that such independent producers should not come within its provisions—it would appear to be a simple and routine procedure to enact a bill to remedy the invidious situation which has developed. But the task is not that easy by any means. A number of so-called liberal organizations have stirred up consumers with the scare propaganda that Federal price-fixing at the production level provides the only protection against high rates at the consuming end.

How much of this opposition is merely misinformed and how much demagogic is difficult to determine, and largely irrelevant anyhow, but all of it is untenable. Rigid Federal control over a highly competitive and widely dispersed industry would more likely result in higher rates to the consumers. As Representative Ikard pointed out, the effect of such control "will be to force out of business the small businessmen who are the independent producers of natural gas and to concentrate these great natural reserves in the hands of a few tremendous companies, the result of which will be increased prices to the consumers."

Furthermore, as explained by Representative Rogers: "If government is going to regulate the price of gas at the wellhead, it will eventually have to regulate the price of coal at the pithead and the price of oil in the well. This would mean Federal regulation of the great sources of fuel energy . . . The day would then be at hand when government, through control

---

### The Washington wellhead: Federal control of the gas industry is contrary to public welfare.

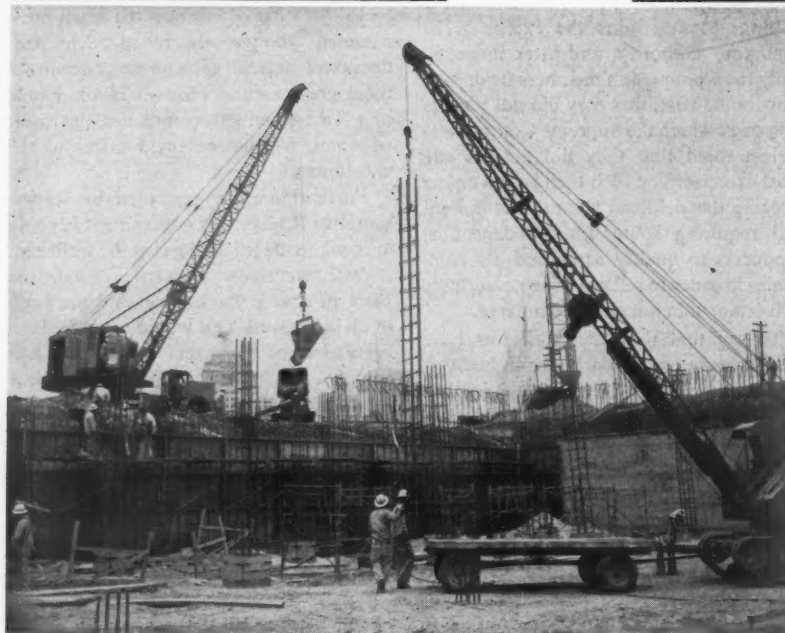
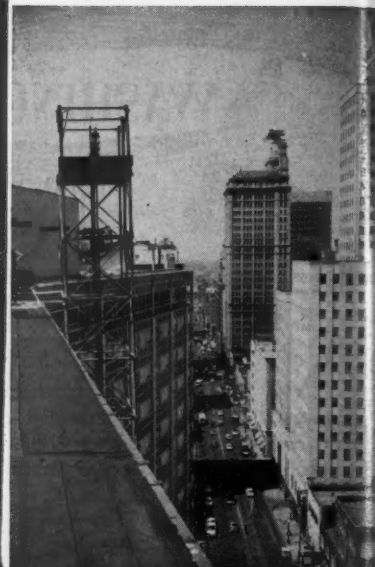
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of our fuel energy sources, would control every business in this land from the greatest steel company to the smallest peanut roaster."

The extent to which the Court decision would result in the aggrandizement of Federal bureaucracy was succinctly stated by Justice Clark in his dissent. "If the Congress so intended," he declared, "then it left for state regulation only a mass of empty pipe, vacant processing plants and thousands of hollow wells with scarecrow derricks, monuments to this new extension of Federal power." Obviously Congress had no such intention, and its duty now is to make unmistakably clear that the free enterprise system and the rights of the states are still the way of life in America.



# Dallas Building Pace Fourth in Nation



**E**VER expanding Dallas, with a whopping (and record-breaking) \$62,093,542 worth of construction authorized in April, appears well on the way toward chalking up another all-time high in 1955. Only three other cities of the nation, New York, Los Angeles and Chicago, surpass Dallas in building volume so far this year.

If the first quarter is any indication, Dallas building permits in 1955 will be far in excess of the \$142,645,991 worth authorized during 1954, which is the highest yearly total on record. Last year contract awards in Dallas County totaled \$192,186,000. (See chart on page 41.)

Dallas' gain of 62.9 per cent over 1954 during January, February and March is more than four times the national average of 15.6 per cent. What's more, this increase is not restricted to the City of Dallas, but rather is a countywide trend, encompassing the entire metropolitan area.

The average Dallasite needs no statistics to convince him of his city's growth. He is hardly able to drive around the block without seeing evidence of expansion.

It's told that a Dallas resident was taking a European guest on a tour of the city when he became embarrassed at having to constantly make excuses for torn up streets, unsightly scaffoldings and excavations. Finally, he remarked to his guest that everyone will be much happier when all this construction and expansion is finished. The European replied: "I don't think so. My city's expansion has been finished for nearly 400 years, and I'm not very happy about it."

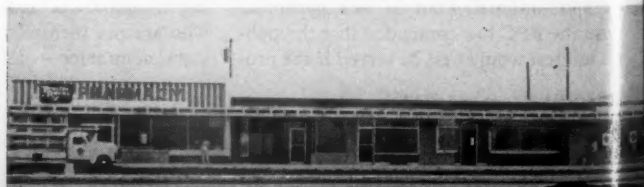
Of course, there is no growth without growing pains, and a city without growth is a dead city. But there is nothing dead about Dallas, and its citizens regard these

"growing pains" as marks of progress.

In downtown Dallas, this expansion is evidenced in the constantly changing skyline, and the "face lifting" of many stores and buildings.

In the past year: the towering Republic Bank Building has been completed, the largest office building south of St. Louis; a "Texas size" addition to Titcher-Goettinger has made it the city's largest department store; the Statler-Hilton Hotel has claimed a big chunk of the downtown silhouette, and will open its doors by fall; tenants have begun moving

**THE PRESTON ROYAL SHOPPING CENTER**, developed by George F. Nixon, on North Preston Road, will serve the vast new residential area developed north of Northwest Highway.





into the Adolphus Tower; excavation has begun for the municipal auditorium; the Public Library has been virtually finished; a badly needed annex to the county jail and records building has been 90 per cent completed; framework has gone up for the city hall annex; a covey of parking garages have been opened; and the First National Bank has begun expansion in two locations.

Work is still to begin on the most recently announced downtown project, a 16-story \$5,800,000 office building being constructed by the L-M-S Development Company at the northwest corner of Commerce and St. Paul. More than 28,000 square feet of the new building will be occupied by the Mercantile National Bank.

Outside of the downtown area, several new industrial districts have come to life; thousands of new homes have been completed with many more under construction. Over a score of shopping centers have sprung up or have been expanded to serve these new neighborhoods and a \$35,000,000 building program has been launched by the Dallas Independent School District.

The \$4,000,000 Meadows Oil Center project is now being completed on Central Expressway, along with over a dozen smaller office buildings. Bids have asked on the \$5,000,000 terminal for Love Field, and great strides have been made in highway, expressway and thoroughfare construction.

At these things and scores of others have gone into the Dallas building and development picture in the past year, and this picture, which might well have been one of complete chaos due to the multiplicity of problems which accompany such growth, is instead one of systematic order.

The orderly development of Dallas can be largely attributed to the City Plan Commission and its adroit and energetic chief, Marvin Springer.

To the City Plan Commission falls the job of mapping out the Dallas of the future . . . the job of determining the problems Big "D" will be confronted with tomorrow and solving them today. And while the Commission's jurisdiction officially ends at the city limits it nevertheless finds itself aiding adjoining suburban municipalities in solving problems caused by the Dallas overflow.

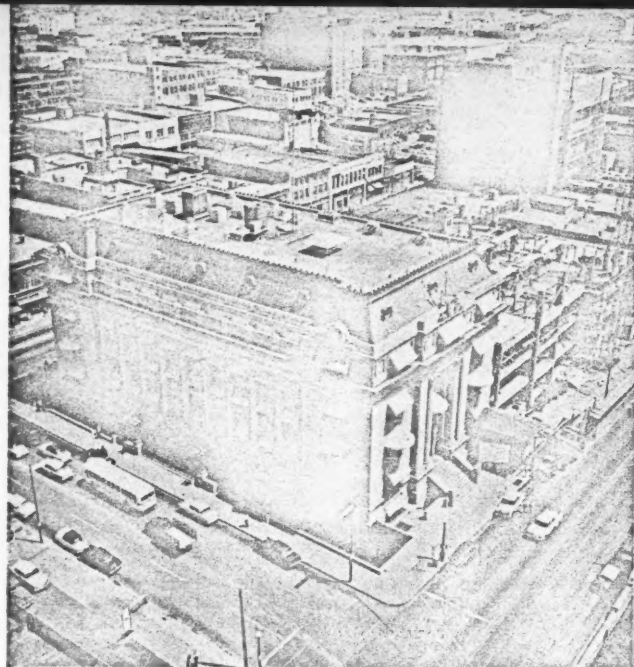
The Commission also has the responsibility of assuring each new neighborhood of adequate school, shopping and recreational facilities. In order to do this the city is divided into neighborhoods of approximately one square mile area. Each of these has about 6,000 residents and is bounded on four sides by major thoroughfares. Within the neighborhood is a school, a park and churches to serve the residents.

Every four of these neighborhoods will have a shopping center. New developments are now conforming to this plan.

Thus, the City Plan Commission is the coordinating agency that must work with developers, the state highway department, property owners, businessmen, school officials and the City Council.

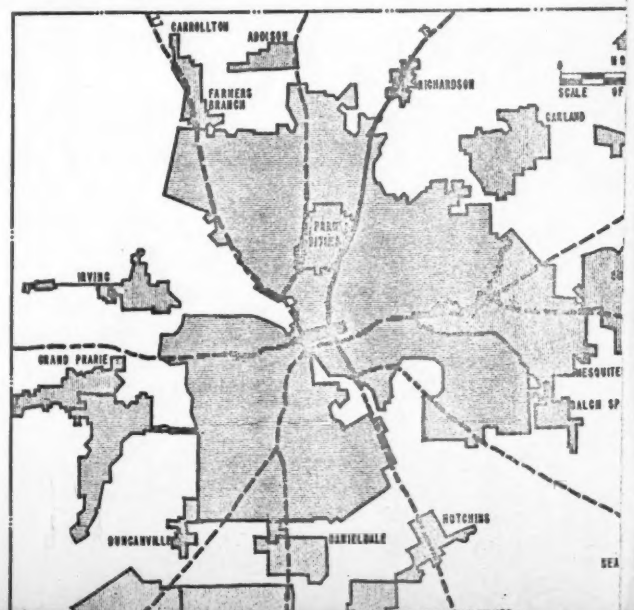
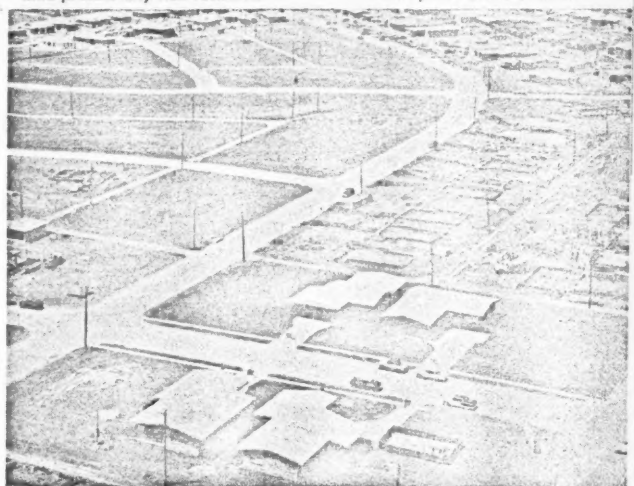
Following are a series of reports on the building and development taking place in the Dallas metropolitan area.

**PROPOSED AND EXISTING FREEWAYS AND Expressways**  
are shown on the map on the right. Nearest completion is the U. S. 75 Expressway south.



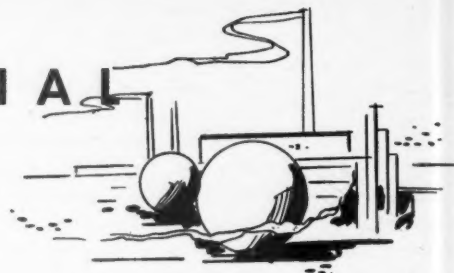
**THE \$2,175,208 CITY HALL ANNEX** is shown taking shape behind present City Hall facilities.

**DALLAS COUNTY CONSTRUCTION** is demonstrated below in an aerial photo of Richardson.



# INDUSTRIAL

## Dallas BUILDING AND DEVELOPMENT



**D**ALLAS has more organized and planned industrial districts than any other city in the nation on the basis of a survey made by the United States Department of Commerce. Firms locating in Dallas enjoy a free choice of having easy access to the heart of the city or locating out on the rim of the county. This means that a Dallas warehouse or manufacturing plant can be located in an area especially designed for its particular purpose.

More than 20 industrial districts located in all parts of Dallas County provide ample facilities for all types of industrial expansion. Trinity, Brook Hollow, Inwood, Cedar Crest, Airlawn, Southern Pacific, Santa Fe are just a few of the names that have changed the industrial map of post-war Dallas. Primary development has centered in the reclaimed Trinity bottom lands north and south of the Dallas skyline, but Garland, Carrollton, Richardson, Irving and other points show how these districts have fanned out in almost all directions.

The map shown on this page indicates by dots the planned and designated industrial districts in Dallas County. In reading this map it must be borne in mind, how-

ever, that many of Dallas largest plants and industries are located outside these districts. This includes the Chance-Vought-Temco concentration at Grand Prairie, the Ford plant on East Grand, the Proctor & Gamble plant in South Dallas, the Murray Company plant and others.

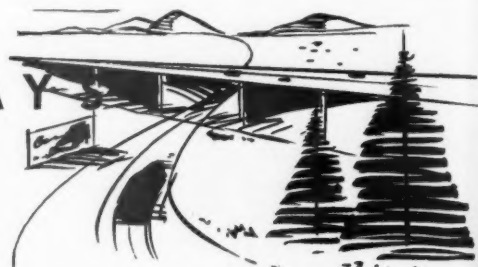
The phenomenal growth of Dallas' major industrial districts shows how the astute developers of these projects have provided a complete package for industry—i.e., firms who wish to take advantage of Dallas' strategic location and service facilities to serve the Dallas Southwest from within. The results tell their own story of national acceptance.

The Trinity Industrial District, a 1,000-acre plot virtually under the Dallas skyline, is not yet ten years old. Already it includes more than 400 buildings valued at about \$60,000,000 and housing some 500 firms representing many of the biggest names in American industry. Last year some 40 firms occupying 500,000 square feet were added. This year promises even more activity and a new 45-acre section recently opened has been completely purchased or leased.

(Continued on Page 43)

# HIGHWAY

## Dallas BUILDING AND DEVELOPMENT



An impressive total of \$10,595,320 worth of new or improved streets and highways are now under contract in the City of Dallas and Dallas County. The biggest spender in this multi-million dollar program is the City of Dallas, where \$4,320,000 in contracts are under construction or scheduled to get underway soon. Contracts for \$2,400,000 have been let for expressway construction. The county has a \$2,039,620 highway improvement program underway and \$1,835,700 worth of state highway contracts are underway within the county.

The master plan for a great deal of the work in the county is the Major Thoroughfare Plan drawn up by the Dallas City Plan Commission. The plan divides the city into mile square segments, each of which is bounded on four sides by major thoroughfares, which eventually will all be of the dual lane type construction now found on Inwood Road and Mockingbird Lane east of Greenville Avenue.

These major thoroughfares will be of two types, circumferential, which will loop around the city, and radial, which

will radiate outward from the downtown area, like spokes of a wheel. Within the square mile areas formed by this plan will be found supplemental residential streets, often curving to discourage through traffic.

These major thoroughfares will be constructed on a skeleton of expressways and freeways (See map on Page 9). The difference being that a freeway has limited access to traffic lanes from parallel service roads, while an expressway is a dual lane thoroughfare with no access roads and a limited number of cross streets.

The only expressway now under construction is U. S. 75, South, which will be completed in about one year. When complete it will furnish a freeway and expressway type highway from the Ellis County line on the south to the Collin County line on the north.

Most of the city construction money is going into major thoroughfares like Lemmon Avenue, Hatcher Street, Marsalis, Mockingbird Lane and Lovers Lane. Also under construction are the Oak Lawn underpass, the Marsalis over-

(Continued on Page 43)

# SHOPPING CENTERS

## Dallas BUILDING AND DEVELOPMENT



SHOPPING centers, building and expanding in all parts of its Metropolitan Area, point up the fact that Post-War Dallas is growing by neighborhoods and communities. The dots on the map in the lower part of this page project the future pattern of suburban living in Greater Dallas. Today there are 23 municipalities in the county besides Dallas. And in Dallas, Oak Cliff, Highland Park, University Park, Irving, Grand Prairie and other political divisions, shopping centers mark the new trend of commercial geography.

Names that were unheard of a few years ago, now call up a picture of concentrated suburban business activity. Smart shops, acres of parking, miniature cities within a city, transformed from quiet country lanes and cotton fields, now dotted with square miles of new homes, present the story of the change in Dallas County from an agricultural to an industrial area.

Wynnewood, Stevens Park, Preston Center, Preston Royal, Casa Linda, Casa View, Inwood Village, Hillside Village, Walnut Hills, Cedar Crest, Southern Oaks, Plymouth Park are just a few of the modern shopping centers that have transformed the business map of Greater Dallas. The massive A. Harris Shopping Center now building, Valwood Park, Lockwood, Preston-Forest, and others now planned and projected, show how suburban Dallas is going to serve the million population expected to live here during the next ten years.

A quarter century ago, Edgar L. Flippen and Hugh E. Prather, Sr., pioneered the first shopping center in Dallas, Highland Park Village. Today there are fifty retail establishments in the "Village" doing an estimated business of \$18,000,000 annually. A model of planning and sound

building, Highland Park Village has been nationally recognized for years as a pattern for shopping center development.

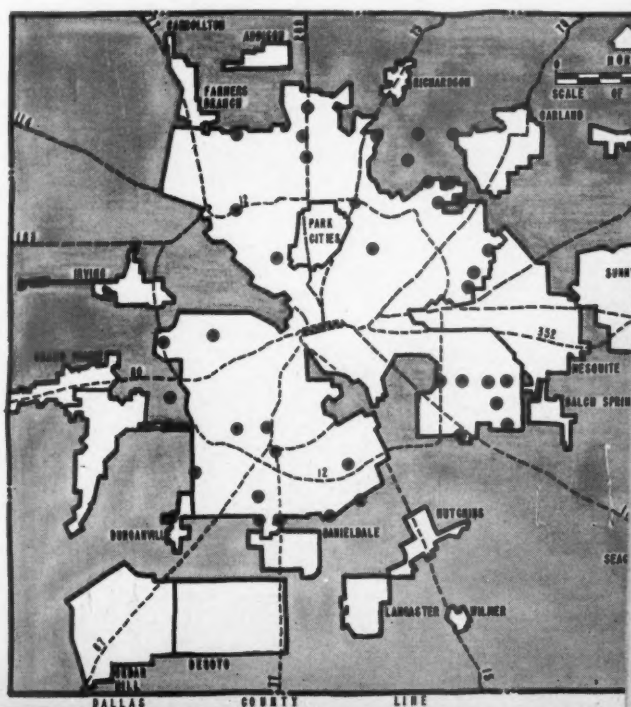
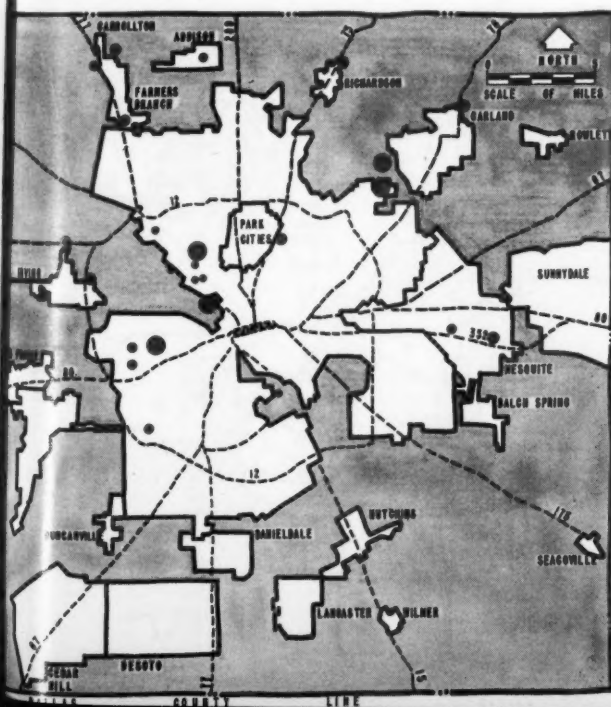
The real shopping center development of Dallas has taken place during the past ten years as the city jumped its population from the quarter million to the half-million class and the county population expanded past the three-quarter million mark. Angus Wynne, Jr., set the Post-War pattern in the development of Wynnewood from 800 acres of raw farm land. Today Wynnewood is one of the finest shopping centers in the nation with 55 retail stores, a bank, a hotel and a Medical-Professional Building. On the North Side of Dallas, W. W. Caruth, Jr., during the same period, developed Inwood Village and later the Park Cities Shopping Center. Early this year he opened Hillside Village at the corner of Mockingbird and Abrams.

East of White Rock, Avery Mayes is now developing Casa View Shopping Center at the corner of Ferguson Road and Gus Thomasson Road. This is part of the 38-acre Casa View Shopping District. On the North side of Dallas in the Preston Road Area George F. Mixon is just completing the second half of the Preston Royal Shopping Center at Royal Lane and Preston Road. The third section of this development will be completed late this year. Mr. Mixon recently completed a shopping center at Marsh Lane and Walnut Hill Lane and has one projected at Preston Road and Forest Lane. Wilson H. Brown, Dallas builder and developer has just announced extensive expansion of his shopping center at Lemmon and Lombardy Lane. Latest to be announced is the Valwood Park Shopping Center just north of Farmers Branch by Grady Cates, Jr., president of the Cato Corporation.

(Continued on Page 43)

THE GROWTH OF DALLAS INDUSTRIAL AREAS is shown on the map below.

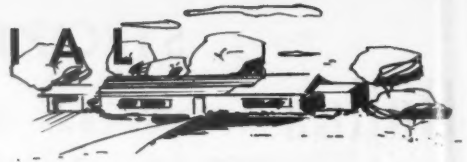
SHOPPING CENTERS IN METROPOLITAN DALLAS which are under construction or in the advanced stages of planning are indicated on the map below.





# RESIDENTIAL

## Dallas BUILDING AND DEVELOPMENT



**I**F a stranger in Dallas were to ask a policeman directions to the "new part of town," the officer might have a little difficulty answering. Actually he could tell the stranger to drive off in any direction he pleased, with the assurance that he would find at least one new development.

Residential contract awards in Dallas for the first quarter of 1955 totalled \$38,693,000. This figure exceeds by over \$12,000,000 the first quarter residential contracts awarded in 1954 and exceeds by nearly \$18,000,000 the first quarter residential contract awarded in 1950.

Heading across the river into Oak Cliff the home seeker would find a number of beautiful homes in the Cedar Crest Country Club Estates being developed by the Tips Company. These up-to-the-minute homes are located on the historic old William Brown Miller homestead, which was settled more than 100 years ago while Texas was a republic. Farther south is still-growing Wynnewood, where homes ranging from a modest \$12,000 to \$50,000 may be found.

Also in Oak Cliff are the 140 homes of the Glen Oaks Subdivision. This development of Claton Wyman is located on U.S. Highway 77, which gives homeowners ready access to downtown Dallas as well as the A. Harris and Wynnewood shopping centers.

A great many more builders are developing areas of Oak Cliff on a somewhat smaller scale individually, but together making up an impressive overall expansion.

In East Dallas, and particularly in the Casa View and Cast Linda area, the residential development is tremendous, with thousands of new homes being built by a score of developers. Among the large developers in the Casa View and Casa Linda area are the General Housing Corpo-

ration, with several additions underway; Centex, with the mammoth Country Club Estates; Avery Mays; Laughlin & Silver; Cliff May, and many others.

At the intersection of Garland Road and Jupiter Lane is the Lochwood Addition, a project of Cothrum-Murray Company and Vernon & James Smith. In the White Rock area is the Merriman Park Addition, being developed by Hal McGraw.

In North Dallas, Avery Mays, in association with Joe F. Marberry and Thomas Q. Adams; Wilson H. and J. D. Brown are building up the new Walnut Hills Addition. George F. Mixon, who recently completed Preston Haven Estates is developing other properties. More than a dozen other smaller builders are developing homes in the Walnut Hills and Preston Hollow area, varying in price from \$12,000 on up.

Outside of the City of Dallas, the residential boom is also strong. In Richardson, where the population has nearly tripled in the past five years, construction is going on both east and west of the city. O. K. Jones is developing the all-brick Richardson Terrace addition.

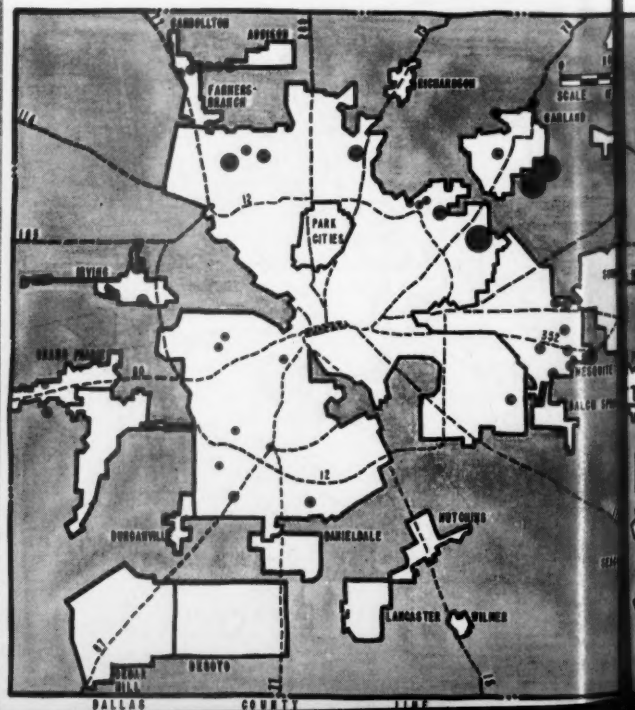
In Farmers Branch, the CATO Corporation has launched its mammoth Valwood aPrk Addition, which conforms to Dallas City Plan Commission specifications.

Garland, where the population has increased 150 per cent since 1950, reported 1,061 new homes built in 1954 and estimates nearly 1,600 will be completed this year. One of the big projects in Garland is the Orchard Hills Estates, developed by W. Robert Browne.

Mesquite, where the 1955 estimated population of 7,500 compares with a 1950 census of 1,696, had 454 new homes

(Continued on Page 43)

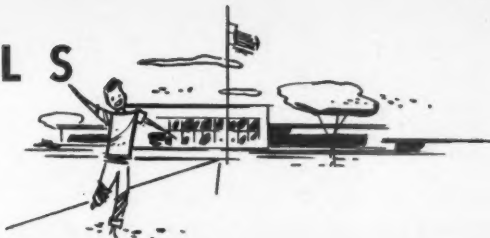
**RESIDENTIAL DEVELOPMENT IN DALLAS** is shown on the map below. Each red circle indicates an area of major development. At the left is an aerial view of the Casa Linda area.





# SCHOOLS

## Dallas BUILDING AND DEVELOPMENT



**D**URING the ten-year period of 1945-1955, schoolhouse construction in the Dallas Independent School District has grown to the tune of 43 complete new buildings and additions to 37 existing buildings. This does not take into account 23 new buildings now under construction, and some 24 buildings yet to be planned under the most recent bond issue.

The finished construction added approximately 1,000 permanent classrooms to the school facilities, as well as other necessary space represented by libraries, gymnasiums, visual education room, auditoriums, lunchrooms, clinics, and offices suites. With a classroom load of 30 pupils per classroom, this permits a permanent housing of better than 45,000 pupils in that period. Of course, a check of the records show a larger number of students than that now enrolled in the Dallas Independent School District. The school statistician is confident that this number will supersede 100,000 pupils before the end of this current term.

Looking back at the record of 1945 with some 48,000 enrolled, a little arithmetic will show that there is a difference between the number permanently housed and the number of enrollment. In fact, that number is approximately 12,000 children who are now in temporary or portable classrooms. Generally speaking, these are on sites where

new permanent buildings are being planned. This is the fringe area where the tremendous growth in home building is going on at the present.

The voters of Dallas have approved three bond issues for schoolhouse construction to this date. Of the three expended bond allotments, a saving has been noted at the end of each program. The first bond allotment of \$10,000,000 was turned to the district from the city Master Plan voted in 1945. In that issue, better than \$100,000 was saved from the budgeted schedule, permitting the purchase of a number of new sites beyond the anticipation of the Board of Education.

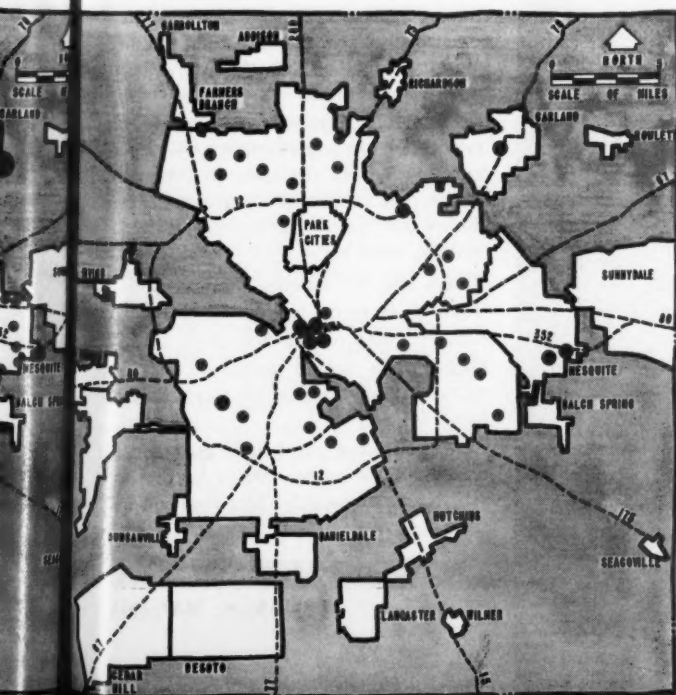
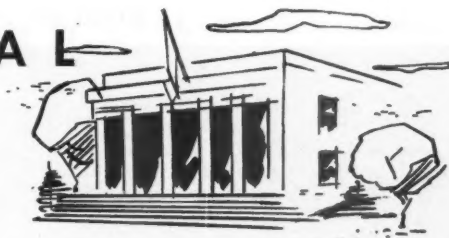
In 1949, a \$16,500,000 issue was voted. At the completion of the budgeted schedule, approximately \$600,000 remained to go over and beyond what was promised the voters when the issue was allowed. In 1952, a bond issue of \$24,830,000 was approved. Thirty-one building projects were promised from this issue. A saving of two complete elementary school buildings and an addition to make a junior high school into a senior high school was noted. This was beyond the anticipation of the Board of Education, and represents a saving to the taxpayers of Dallas in the neighborhood of \$2,000,000.

(Continued on Page 39)

# MUNICIPAL

## Dallas BUILDING AND DEVELOPMENT

**NEW SCHOOLS AND MUNICIPAL BUILDINGS** are shown on the map below. Marked in red are the school buildings. The blue circles indicate new municipal buildings.



Municipal construction in Dallas and Dallas County is wearing seven-league boots in order to keep up with the demands of the mushrooming population.

At the present time the City of Dallas and Dallas County have \$13,324,498 worth of new buildings or additions underway. Another \$6,000,000 worth will be started within a year and \$1,000,000 worth has recently been completed.

The projects include a new auditorium being built at a total cost of \$6,371,355, and expected to be completed by January of 1957.

A new Public Library will be occupied this summer next door to the Statler Hilton. The contemporary structure cost over \$2,500,000. The \$2,175,208 City Hall Annex will be ready for occupancy in 12 months, and the \$1,979,624 Court House Annex will be opened next month. A smaller project is the \$290,000 East Dallas Municipal Servicer.

In the near future contracts will be awarded for the \$5,000,000 Love Field terminal (See DALLAS March

(Continued on Page 38)

# Modern "Peas"

## KEY TO DALLAS LAW

SOME of Police Chief Carl Hansson's and Sheriff Bill Decker's "gentle giants"—as Southern Methodist President Willis Tate called them—were singled out for high honors last month.

One of the "giants," Police Patrolman William H. Hilliard, who looks more like a prof than a cop, got the Medal of Honor "for exceptional bravery over and above the call of duty."

It was Patrolman Hilliard who last January shot it out with a man who had just raped and robbed a woman in the Vickery section.

And receiving special honors were three of the Sheriff's deputies—Roy Lee Heard, Jeff K. Budjenska and Harvey

G. Vayette. It was this trio that speedily rounded up two rapists last summer, in the southern part of the county.

The annual Police Awards Banquet, sponsored by the Dallas Citizen's Traffic Commission in the Women's Building at Fair Park, was a well-deserved compliment to all officers of the city and county for a workman-like job. Twenty-three hundred persons were on hand in tribute to the men of a now highly respected Dallas profession.

As blond, husky Chief Hansson himself, speaking in praise of his own men, put it: "Nowhere in the City of Dallas nor the State of Texas is there a monument to a police officer. But he needs no hand-hewn monument—the City of Dallas stands as his monument."

Certainly, it was a night of glory for "the boys" on the sheriff's and police chief's forces, but the county's two top law enforcers shared the honors. They, too, deserved them. Take Carl Hansson, who has been described as a rarely talented police chief—blending intelligence, courage, diplomacy and know-how.

It was this blend that enabled him to advance from patrolman in 1934 to chief in 1945, and since then there have been some changes made.

Before Chief Hansson, inexperienced men were hired as policemen, given a gun and put to work the same day. Usually they worked as a partner of an experienced officer. But that was about all the indoctrination they got.

Less than six months after promotion to chief, Hansson had set up a regular police training school, first of its kind in Dallas. The school includes a tough course in law, criminal investigation and firearms.

"A policeman must be a many-sided, elastic-minded man—able to adapt himself to any situation," Chief Hansson has

by Jim Stephenson

SHERIFF BILL DECKER

—Gittings



# ad officers"

## LAW ENFORCEMENT

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said. "You can't make a police rookie's training too many-sided."

In recent months, intensified recruitment and police school training have brought Carl Hansson's force almost to the strength authorized—790 men by September of this year.

A carefully groomed, soft-spoken fellow, Chief Hansson looks like a business executive and has been credited with putting the Dallas police department on a business-like basis. National and international recognition as one of the most capable police administrators of the day has come his way.

Immediate past president of the International Association of Chiefs of Police and a past president of the Texas Police Association, Chief Hansson also serves as an officer in an advisory capacity with other law enforcement and civic agencies.

He is a lecturer in the National Academy, Federal Bureau of Investigation, Washington, D. C., and FBI Director J. Edgar Hoover has this to say of him: "I have long regarded this strong cooperation which exists between Chief Hansson and this bureau as one of the bright spots in the law enforcement of this country."

And Bill Decker, Dallas County's sheriff since 1949—and for 14 years a chief deputy and deputy constable before then—has built himself an enviable reputation for fair-minded law enforcement. Using kindness rather than force or fear in his dealings with hoodlums, Bill is proud of the fact he never has killed, or even wounded, a prisoner in the course of arrest.

Bill will do exactly what he says he will do, and the innocent and guilty alike know this. This doubtless accounts for much of his success and popularity. It is said that he has almost as many friends inside the state penitentiary as he has on the outside.

Once the late desperado Raymond

Hamilton, crouched behind a boxcar, pistol in hand, bristling at the sound of footsteps. Walking into the face of possible death was Bill Decker, then chief deputy.

"Bill Decker, Raymond," he advised. "Come on out."

Hamilton came out, handed Bill his gun. He told why later.

"I knew I'd get a fair shake," he said.

Just the other day, Bill was driving along a street alone when he saw a fellow motorist wanted some days by the department. All his deputies had had their eyes peeled for the outlaw, but it was Bill who spotted him first. He curbed the other car, made the arrest.

"Bill's still the best officer on the force," one of his men said later in tribute.

But Bill will tell you that he has a fine bunch of deputies, and this is a recognized fact. He frequently loses one—to some booming Dallas County community that needs a well trained law enforcement officer for police chief.

Three of Sheriff Decker's able lieutenants are Chief Deputy Bill Binford, a veteran of some 20 years, and Assistant Chief Deputies Ed Crews and M. J. Car-

roll. Carroll is auditor for the department.

The department currently has a total personnel of 175 men and women.

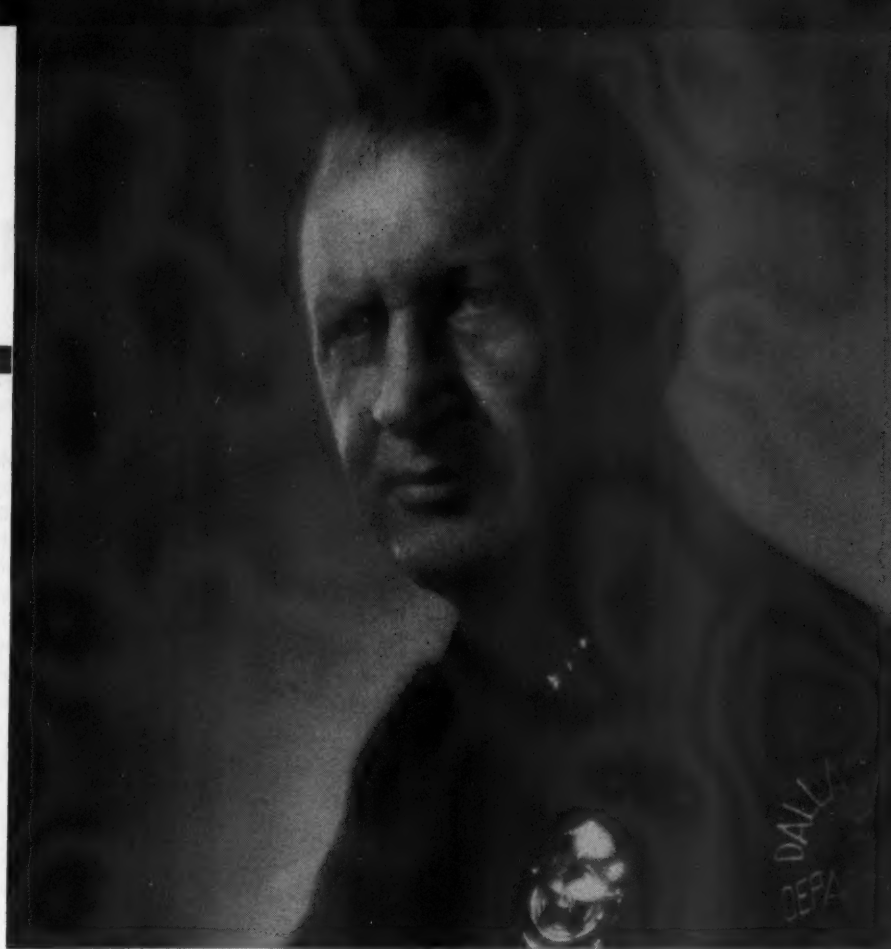
Working closely with Chief Hansson are Assistant Chief Jesse E. Curry; Night Chief J. A. Tanner; Deputy Chief M. W. Stevenson, in charge of the criminal investigation division; Deputy Chief George L. Lumpkin, in charge of the service division; Deputy Chief O. P. Wright, in charge of the radio patrol division; Deputy Chief Charles Batchelor, in charge of the traffic division; Deputy Chief B. B. Smith, director of civil defense and disaster commission; Capt. Ed Preston, of the vice squad; Police Inspector D. A. Loe; Inspector Paul H. Ashenhurst, in charge of training and research, and Capt. O. T. Slaughter, administrative assistant to the chief.

None of these men has less than 19 years service.

Besides Patrolman Hilliard, these other police officers got awards at the annual banquet:

First place—Detective E. L. Cunningham, Criminal Investigation Division; Identification Officer E. O. Walker, Service Division; Patrolman C. H. Cavender,

(Continued on Page 96)



CHIEF CARL HANSSON

—Gittings





**I**MPRESSIVE religious ceremonies in McFarlin Auditorium May 5 climaxed 18 days of inauguration celebration for Southern Methodist University's fifth president, Willis McDonald Tate.

The youngest president ever to head the university, Dr. Tate officially received the badges of his office before a capacity crowd of 4,000 on Thursday, May 5, in a convocation steeped in academic solemnity and tradition. Some 285 visiting dignitaries, along with SMU faculty members, in caps and gowns marched between an honor guard of Air Force ROTC students to witness the ceremonies. Two hundred forty-one colleges and universities, 24 learned societies and associations and 20 other groups were represented.

Bishop A. Frank Smith, chairman of SMU's Board of Trustees, was presiding officer for the inauguration. Three former presidents of the university were also on the program. Bishop Charles C. Selecman, third president, gave the call to prayer and invocation. Bishop Hiram A. Boaz, second president, read the scripture, while Chancellor Umfrey Lee, fourth president, presented the speaker.

Dr. J. E. Wallace Sterling, president of Stanford University, delivered the inaugural address. He spoke on the role of education in a free society, urging high intellectual standards and the acceptance and lauding of intellectual achievement.

Dr. Tate's formal act of inauguration included accepting the Holy Bible, the mace of the university and the keys and seal of the university as tokens of his authority as president.

The Bible was presented by Bishop Clare Purcell, president of the Council of Bishops of the Methodist Church. Professor Aaron Q. Sartain, chairman of the University Senate, presented the mace, and Bishop Smith presented the keys and seal.

In his acceptance, Dr. Tate called for "free exchange of ideas in a free academic atmosphere, to produce a residue of noble concepts. This is the hope of our world." He also pointed out that only as universities are free in their quest can a nation remain free.

Leading up to the formal inauguration ceremonies were a series of educational events called the "University Open House," which ranged in scope from atomic energy conferences to geological field trips to a presentation of Shakespeare's "Twelfth Night." The more than 50 events scheduled were open to the public and were designed to present SMU and its activities to the City of Dallas.

Starting off the Open House was an art exhibit sponsored by the SMU Art Department which ran from April 18-May 5. Work by both faculty and alumni who have achieved professional recognition was shown.

One of the highlights of the 18-day celebration was the annual Lawyers Week sponsored by the SMU Law School and the Southwestern Legal Foundation. Attorney General Herbert Brownell, Jr., was the main speaker. Other outstanding speakers appearing at the meeting were Loyd Wright, president of the American Bar Association; R. N. Gresham, president of the State Bar of Texas; Gen. William J. Donovan, wartime commander of the OSS; William Mitchell, general counsel for the Atomic Energy Commission, and Texas Governor Allan Shivers.

Topics for the April 19-23 meeting included a Conference on Law in Society, Administration of Criminal Justice and the Conference on Atomic Energy. Also on the agenda were Southwestern Legal Foundation meetings and student activities.

Prominent businessmen of Dallas and the Southwest visited the campus April 26 for the eighth annual Businessmen's Day, which was sponsored by the School of Business Administration as part of the Open House. Speakers included Dallas Mayor R. L. Thornton, Elmer Wheeler, president of the Sales Training Institute, and Bruce Alger, Congressman from Dallas County.

Scientific activities during the Open House included a physics lecture by Dr. Donald K. Stevenson of the Oak Ridge National Laboratory, who spoke to the physics departments of TCU, NTSC and SMU; a chemistry lecture by Dr. Francis Owen Rice, professor of chemistry and head of the Chemistry Department of the Catholic University at Washington, D. C., who addressed the local section of the American Chemical Society; and a geological field trip by a dele-



# New President for SMU

gation of geologists from Texas and the Southwest to study the Washita group in the Trinity River valley.

The SMU Journalism Department's contribution to the Open House program was the presentation of the last in a series of five Walter P. Boswell Memorial Lectures. The concluding lecture was by Walter R. Humphrey, editor of the Fort Worth Press. The yearly series is sponsored by the Press Club of Dallas in cooperation with the Journalism Department.

Labor relations was also on the Open House agenda with an Institute on Current Problems in Arbitration and Labor Relations sponsored jointly by the Southwestern Industrial Relations Center of SMU and the American Arbitration Association. Speakers included Joseph Finnegan, director of the Federal Mediation Service; George Guido, Jr., regional manager of the American Arbitration Association in Dallas; J. Noble Braden, vice president of the American Arbitration Association; James B. Carey, secretary of the CIO; and George Thursby, vice president of Steel.

The Electrical Engineering Department in cooperation with local sections of the American Institute of Electrical Engineers and the Institute of Radio Engineers sponsored the third annual meeting of the Southwest Conference on Feedback Control Systems as part of the University Open House. The conference discussed development, design, manufacturing and application of closed loop control systems.

Another feature of the Open House was the first conference ever held in the Southwest on industrial noise. The problems of industrial noise and its effects on hearing were discussed by leading authorities representing the psychological, medical and legal sides of the question.

The SMU students' contribution to Dr. Tate's inaugural festivities was the staging of an original musical comedy, "Make Way for Love." The presentation was student written and student produced, and students played all the parts.

The academic highlight of the pre-inaugural events was the annual Phi Beta Kappa initiation and lecture. The lecturer was Dr. Cary Croneis, provost of Rice Institute and former president of Beloit College. SMU's chapter is the third one installed in Texas and resident members include 52 of SMU's faculty.

The Arden Club, student drama group, presented Shakespeare's "Twelfth Night" as another feature of the Open House. This was the fourth production of the play to be given at the university.

The Perkins School of Theology contributed several events to the inaugural schedule. The Earl Marlatt Prayer Chapel in Selecman Hall was dedicated by Bishop Ivan Lee Holt. Bishop Selecman's portrait in Selecman Hall was unveiled, and a lecture was given by Dr. and Mrs. Harry A. Overstreet on "Psychiatry and Christianity."

The man the 18-day inaugural celebration honored—Dr. Willis McDonald Tate—is the youngest man ever to head Southern Methodist University. He celebrated his

43rd birthday May 18. Although young for such a high office, his rapid rise in distinction at the university caused the Board of Trustees to vote unanimously for him as the successor for Dr. Lee in May, 1954.

Dr. Tate was born in Denver, Colo., on May 18, 1911. He spent most of his childhood in San Antonio and graduated from high school there. He received his Bachelor of Arts degree in 1932 and his Masters Degree in sociology in 1935, both from SMU. He also has done additional graduate work at the University of Chicago and the University of Texas. His honorary degrees include the Doctor of Laws from Texas Wesleyan College and Centenary College and a Doctor of Humane Letters from Oklahoma City University.

While at SMU, Dr. Tate starred in football, earning honorable mention on the All-American Board selection in 1931. He was a member of the Southwest Conference championship team of that year.

After graduating from SMU, Dr. Tate entered the teaching profession, later becoming principal of the Alamo Heights Elementary and Junior High Schools in San Antonio. He was named the outstanding young man of the year by the San Antonio Junior Chamber of Commerce in 1942. In April of 1943, he moved to Houston, where he became the executive assistant to Dr. Paul Qullian, pastor of the First Methodist Church in that city.

He came to SMU in 1945 as assistant dean of students. He was appointed dean of students in 1948 and vice president in charge of development and public relations in 1950.

The university Dr. Tate now heads has long been a big factor in the cultural and educational life of Dallas. His personal contributions toward Dallas civic affairs have also been impressive. He works with the Dallas Council on World Affairs, the Rotary Club, the Salesmanship Club, Town and Gown Club, Dallas Symphony Orchestra, Dallas Tuberculosis Association, Citizens Hospital Advisory Council, Circle Ten Boy Scouts of America, Dallas Council of Camp Fire Girls, Community Guidance Service, Civil Defense and Disaster Committee, Dallas Chamber of Commerce, the YMCA, the Dallas Mental Health Society and many others.

Dr. Tate is married to a former classmate, Joel Dodson Estes, and they have two children—a son, Willis, Jr., 20, and a daughter, Jo Ann, 18—both SMU students.





# State

**GAY MUSIC** from a carousel depicts the State Fair Musicals presentation of "Carousel," a Dallas favorite.

**F**OR 14 seasons the State Fair Musicals have been promising and delivering the tops in summer entertainment for Dallas, its neighbors of the Southwest and visitors from afar. The 1955 State Fair Musicals season which opens June 6 in the air-conditioned State Fair Auditorium is no exception. The "Fabulous Fourteenth" is the description that has been given to this coming 12 weeks of exciting entertainment.

In fulfilling its primary purpose of bringing the finest productions and the most illustrious talent to Dallas, the State Fair Musicals have consequently brought national recognition to the city already acknowledged as a leader in many other fields.

Charles R. Meeker, managing director of the Musicals, with the blessing of Musical's President R. L. Thornton and a progressive board, has been able to staff the Musicals with Broadway luminaries such as George Schafer, stage director; Franz Allers, musical director; Edmund Balin, choreographer, and Peter Wolf, scenic designer.

The talent for the 1955 season is equal if not superior to other seasons which have attracted to the Dallas scene such stars as Jose Ferrer, Debbie Reynolds, Imogene Coca, Jack Benny, Jack Carson and numerous others. Among the current season's personalities are Gordon McRae, Jeanette

MacDonald, Burgess Meredith, Gisele MacKenzie, John Brownlee and Elaine Malbin.

The 1955 State Fair Musicals open June 6 with "Kismet", an 18-month hit on Broadway, which will be seen in Dallas with its Broadway cast. This fanciful production of beggars, kings and gorgeous girls contains hit tunes, "Stranger in Paradise," "This is My Beloved" and "Baubles, Bangles and Beads." Elaine Malbin and William Johnson will co-star with glamorous Julie Wilson augmenting the Broadway cast.

On June 20, "South Pacific" will return to the State Fair Auditorium for the first time since its record-breaking State Fair run in 1950. It also marks the return of two former Musicals' favorites, Gisele MacKenzie of television's "Hit Parade" fame and Metropolitan Opera baritone John Brownlee. To these two stars fall such favorites as "Some Enchanted Evening," "This Nearly Was Mine," "A Wonderful Guy," plus many other hits presented by supporting talent.

"Bittersweet," opening July 4, will present a lady long sought by the State Fair Musicals, Jeanette MacDonald. This role is often associated with this first lady of opera, concert, motion pictures and musicals. The Noel Coward show, with its haunting tunes, "I'll See You Again," "Ziguener" and "Tokay," has been on the Musicals' request list for several seasons.

MALBIN

BROWNLEE

MacKENZIE

MacRAE



# State Fair Musicals

## Open Fourteenth Season

On July 18, the Musicals will present a production of which its patrons never seem to tire, "Carousel." Added to the fine music of the show will be extra added excitement in the person of movieland's Gordon MacRae. As a refresher, hit tunes from "Carousel" include "If I Loved You," "You'll Never Walk Alone" and "June Is Bustin' Out All Over." Rosemary Kuhlmann, who scored a hit in the 1953 production of "New Moon," will sing the latter two hits.

Another popular show which has been on the request list since its 1948 production by the State Fair Musicals is "One Touch of Venus." This will be the fifth production and will open August 1. Russell Nye of "Call Me Madam" fame has been signed for the male lead while its other stars will be George Gaynes, who played the romantic lead in "Wonderful Town" during its Broadway run, and Laurel Shelby, previously seen with the Musicals in "Best Foot Forward" in 1953. "Speak Low," "West Wind" and "Foolish Heart" are among the hit tunes from this classic.

On August 15, the State Fair Musicals will make a departure from precedent in order to bring the greatest entertainment possible. This will be the presentation of "The Teahouse of the August Moon," the first non-musical production of a summer season. Acclaimed the most delightful comedy of the era, "Teahouse" will mark the Dallas debut of Burgess Meredith.

Season tickets with discount will be available until May 28. The discount amounts to admission to all six shows for the price of five. Season tickets also carry a ticket priority on all subsequent State Fair Auditorium attractions. The single ticket sale will open May 30.

MacDONALD



**OKINAWAN INTERPRETER** in "The Teahouse of the August Moon" is sketched in a characteristic pose. The part will be played by Burgess Meredith in his Dallas debut.



# Dallas



MOORE

# Eagles

## Hustle and Youth Spark 1955 Dallas Ball Club

by Bill Rives

**T**HERE'S a new deal in professional baseball in Dallas this year, and fans have found it to their liking.

The 1955 Eagles of the Texas League have youth and speed, two qualities they have been lacking in recent seasons. The resultant dash and exuberance, combined with adequate playing skill and a surprising show of power, have produced a team which might be a threat to win the Shaughnessy playoffs and go into the annual Dixie Series.

In 1953, the Eagles won the league championship and the Dixie classic, played with Nashville of the Southern Association. But last season, they flopped miserably and finished eighth—last.

Now, through a connection with the New York Giants, the world champions of baseball, they are coming back. The Giants, through their farm system, have injected new life into the club.

The man behind the team is Owner Dick Burnett, the East Texas oil man who bought the club seven years ago. He has sunk more than a million dollars into the enterprise, which is rated a valuable civic asset.

The Eagles started out the season in a fierce battle with San Antonio for first

place, but they ran into a procession of injuries which sent them skidding.

The situation became so bad that the manager, John (Red) Davis, had to place himself on the active list. That isn't meant to demean the ability of Davis, who once was a star infielder for Dallas. But Davis had no intention of playing this season.

When all hands were in good shape, the Dallas Eagles could present a swift, young and crowd-pleasing lineup. Only two of the players were over 30 years of age—Pitcher Red Murff and Catcher Ray Murray, and their wisdom and skill helped to give the club a smooth balance.

A few of the players showed solid indications of potential major league ability. These included First Baseman Bill White, the victim of an unfortunate, early-season accident; Second Baseman Lee Tate, who was also hurt in an accident which occurred off the diamond, and Left-handed Pitcher Pete Burnside.

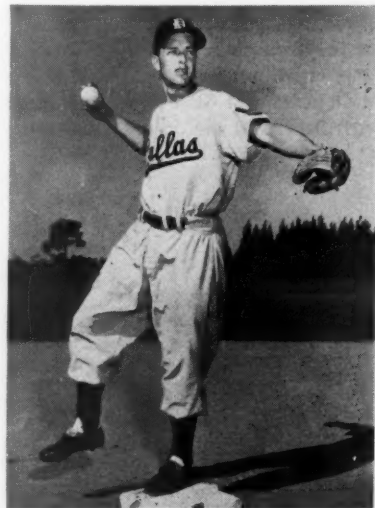
The play of others was pleasantly surprising: Mickey Sullivan, former All-American outfielder with Baylor University, who proved to be a versatile utility man; Catcher Leonard Jackson, and Third Baseman Ozzie Virgil, who started wielding a big bat from the start of the campaign.

The Eagles' brief 1955 history already is crammed with the sort of experiences which delight the baseball fan.

During spring training at Melbourne, Fla., Dallas baseball writers wired back reports that the Eagles were going to lack power hitting.

But in less than a month, long-range bats had won several games. Murray, Virgil and White engaged themselves in leading numerous Garrison finishes, by pounding the ball viciously.

And others got into the act. It was a bit embarrassing to the Dallas writers, including the author of this article, but it



TATE



was a pleasant, even welcome, sort of embarrassment.

The Eagles quickly became the "Come-back Kids" of the league. Ten of their first 14 victories were won by coming from behind. And in five of the 14, the team yanked the game out of the fire in the final inning!

In each of these five cases, a home run was the climactic blow. Murray won three of them—one on a grand-slammer—and Virgil and White each accounted for one.

No power, indeed!

White, who had to undergo a knee operation, was lost to the team in early May, and considerable juggling was done to counter his loss and to compensate for other injuries. Frank Tornay, popular little infielder who had been with Dallas four seasons, was bought back from Beaumont on waivers, adding strength.

As the club settled down for the middle portion of the long race, this was the usual lineup, with the players' ages: Catcher, Ray Murray, 35; First Baseman, Mickey Sullivan, 23; Second Baseman, Alex Cosmidis, 25; Shortstop, Lee Tate, 23; Third Baseman, Ozzie Virgil, 21; Left Fielder, Wilcy Moore, 25; Center Fielder, Dick Getter, 25; Right Fielder, Art Dunham, 26.

Average age: 25. This team, in all probability, is the youngest ever to represent Dallas in the Texas League. It has become the talk of fans, who had been used to watching long-hitting but tired, old men at Burnett Field.

A former major league pitcher, Bob Muncrief, was signed as a relief pitcher. Muncrief, a Dallas resident, had been pitching for the past three seasons with the San Francisco Seals of the Pacific Coast

League, but had been released during spring training, after he developed a sore arm. The trouble cleared up, however, and Dallas signed him.

Murff, who led the league in victories in '53 with 17, but who had his only losing season in baseball in 1954 (10-15) as the Eagles finished in the cellar, started out to regain his post at the top of the circuit. He won five games before he was defeated.

Besides Pete Burnside, who had a 6-4 record with Nashville last year, Ben Wilbur was a promising youngster. Wilbur, 24, is a righthander.

Other members of the pitching staff are Rocky Contreras, top reliever; Jim Tugerson, Stan Milankovitch, Joe Kotrany, Ed Konick, Charley Fowler and Chico Perez.

After the season started, Infielder Alex Cosmidis was obtained from the Minneapolis farm team of the Giants, who helped to stabilize the team when it was racked by injuries.

Mickey Sullivan, who was twice an All-American at Baylor, played first, third and in the outfield, plugging gaps in the lineup.

Among those injured have been White, who tore knee ligaments sliding into home; Murray, who cut his shin against a dugout step; Tate, who was in an automobile accident, and Cosmidis.

The Giants gave the beleaguered Eagles as much assistance as possible, dispatching Cosmidis, Fowler and Outfielder Dick Getter to Dallas from their farm system.

The Eagles, after their fine start, slumped at the plate as their hospital list increased. But if they can become physically strong for the rest of the season, they may get into their second Dixie Series in three years.



DAVIS



SULLIVAN



VIRGIL

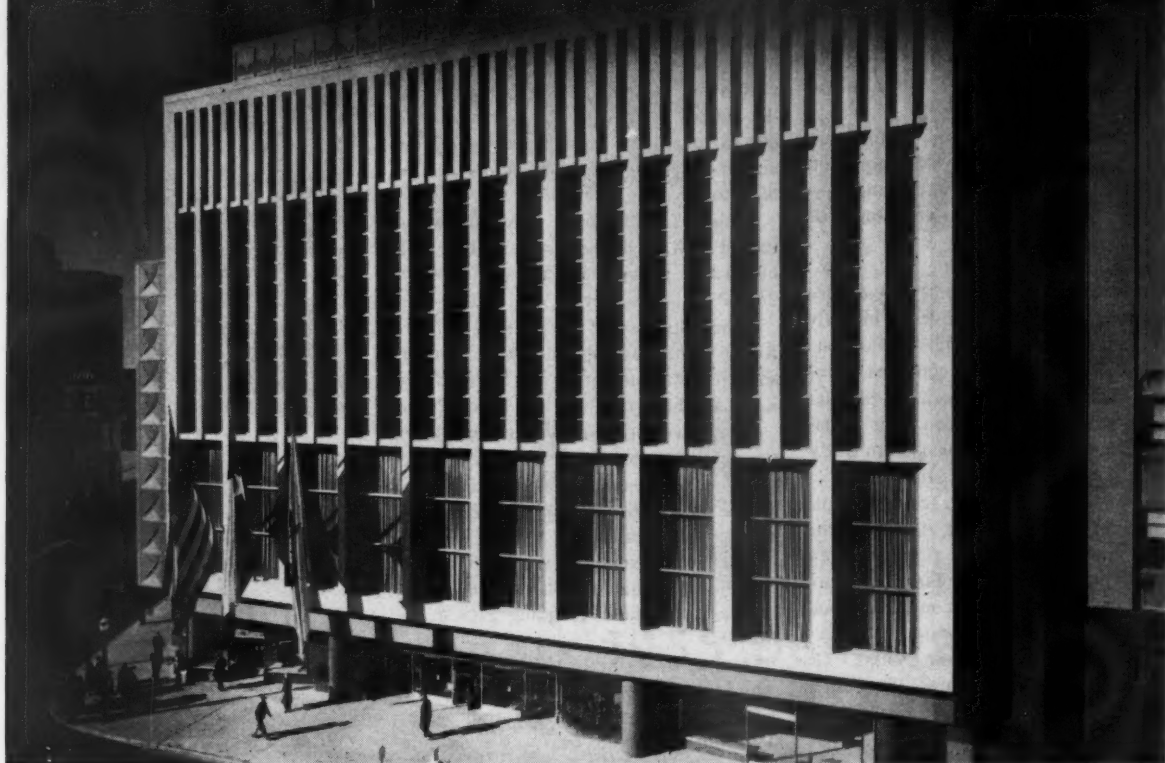


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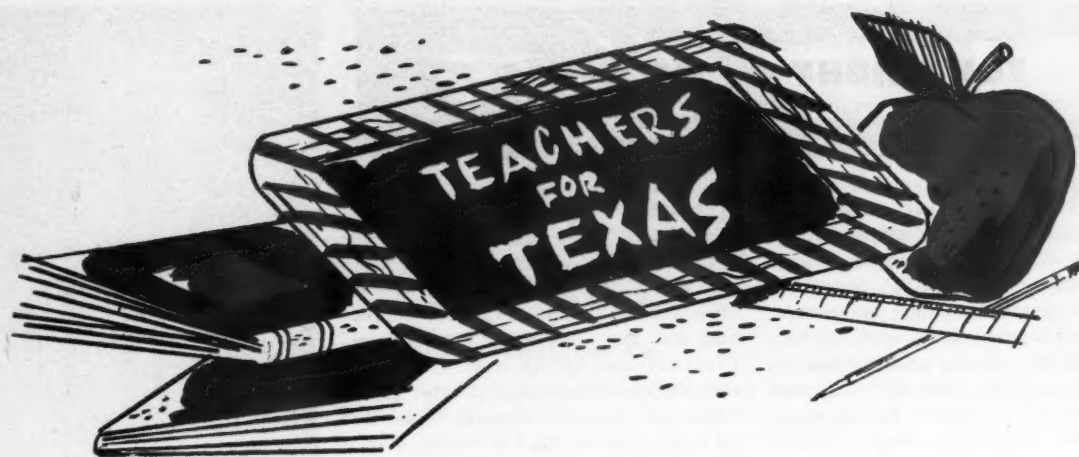
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**D**ALLAS is stepping forward to meet the impending crisis in the teacher shortage. "Teachers for Texas... the Dallas Plan," originated and sponsored by the Dallas Junior League, is fast making Dallas a leader in the fight for teacher recruitment so necessary for the education of the leaders of tomorrow.

At present, Dallas has a supply of teachers sufficient to meet the demands. However, this situation is only temporary. It takes four years to make a teacher, and the teachers who will receive their certificates in 1959 will be from the small crop of babies born during the depression '30's, while their students will be from the huge crop of war babies.

The situation is foreboding, with poorly educated leaders, scientists, etc., as the possible result. However, the Junior League in Dallas is facing up to the problem with a plan adaptable for any city.

Conceived by Dr. and Mrs. Claude Albritton, the idea for "Teachers for Texas" was formulated and put into effect by the ladies of the Junior League, most of them parents who are vitally concerned with the education of their children. The League members, in turn, are advised by a group of outstanding Dallas civic leaders, equally concerned with the education of their children and the education of the business leaders of tomorrow.

The League members first looked at the statistics. They found that at present there are some 19,000 students in Dallas high schools. By 1959 there will be an increase of 13,000 students who are already in the census. These students will require an increase of 500 new high school teachers, in addition to the normally expected number of replacements. In 1960, and in 1961, the situation will be progressively worse. The statistics were

clearly disturbing, realizing the small group that the teachers must come from.

So the League went to work. They decided, after careful deliberation, that the answer to the problem was two-fold. They must educate high school graduates to the desirability of teaching as a profession and they must educate the public to respect and honor the teacher in the community as the vital cog in the wheel of democracy that he truly is.

In 1954, the first year of the plan in operation, the League members presented their project before Dallas civic clubs, resulting in a high degree of interest. The program they took into the city's high schools was also well received.

Three teams of two teachers each visited with the graduating seniors in each Dallas high school, telling them of the advantages of the teaching profession. The students were asked to sign a card indicating interest, and some 383 students signed up. Each student was contacted about his planned course of study in college and encouraged to take the required education hours. Their names were sent to the respective colleges they had chosen so that the college counselors might steer them toward the right course for a teaching certificate. At present the League is still in touch with 60 of these seniors who plan to make teaching their life work.

(Continued on Page 77)



**JUNIOR LEAGUE** members working on the Teachers for Texas program and two of their advisory committee members discuss the "Teachers for Texas" film made by the Junior League after its preview showing. Pictured above, left to right, are Max Clampitt, chairman of the advisory committee; Mrs. Burton Gilliland, former assistant chairman of the Teachers for Texas committee; Mrs. Max Clampitt, president of the Junior League, and Arch McCulloch, a member of the advisory committee.



## TOP FLIGHT

## Visitors

**BRITISH** Travel Association chairman, **Sir Arthur Morse**, assured a Dallas Kiwanis Club meeting that "good times are back in Britain." Morse, an international banker and businessman, told the Kiwanians that "what has happened in the past two to five years (in Britain) has fooled the experts. We were supposed to go bankrupt, but this never happened." Sir Arthur credited tourism with playing a major part in Britain's economic recovery, and described the average man traveling abroad as "a very important factor in international relations."

In Texas to study the oil industry, Austrian minister of communications and nationalized industries, **Karl Waldbrunner**, said the Communists were willing to free Austria because Austrian dislike of and opposition to communism sets an example Russia does not want other Balkan nations to see. Said Waldbrunner: "The occupation has been the best propaganda for all non-Communist parties in Austria." The minister's country has an annual oil production of 22.8 million barrels, the largest production in Europe. During the occupation Russia has gotten most of the oil, and one-third of the production will continue to go to the Reds under the terms of the new peace treaty.



**PRIME MINISTER PIBULSONGGRAM**  
Comparatively peaceful . . .

President Eisenhower's Pastor, **Doctor Edward L. R. Elson** of the National Presbyterian Church, in Dallas to address a joint meeting of Community Chest Workers and Dallas County clergymen, told his audience that support of Community Chest activities springs from a new national religious renaissance. Doctor Elson (made an honorary citizen of Dallas on an earlier trip to Big "D") told of improving social and health conditions throughout the country, and pointed out that the American Geriatric Society predicts that within a few decades national life expectancy will be 120 years and Social Security will begin at 105.



**PASTOR ELSON**  
Social Security at 105 . . .

Speaking at a dinner co-sponsored by the Dallas Council on World Affairs and the City of Dallas, Pibulsonggram said: "Thailand is comparatively peaceful through the efforts of the government in taking strong measures against subversive elements. Communism is outlawed . . . though most of the Communists are of foreign origin." The Prime Minister promised that his government would continue an active campaign against Red infiltrators.

The Greek Ambassador to the United States, **George V. Melas**, in Dallas for World Affairs Week, told a press conference that military spending and a series of natural disasters have put his country in "the greatest financial difficulty it has ever known." The Ambassador grimly forecast that if aid is not forthcoming to his government its economy might go under entirely. The diplomat had nothing but praise for the United States and described it as "the greatest democracy of all time, not a fake democracy but a real one, giving generously and never asking anything in return."

Ambassador Melas' dire remarks were underlined by the fact that he was hurriedly called back to Washington on official business before he was able to make a scheduled Dallas address.

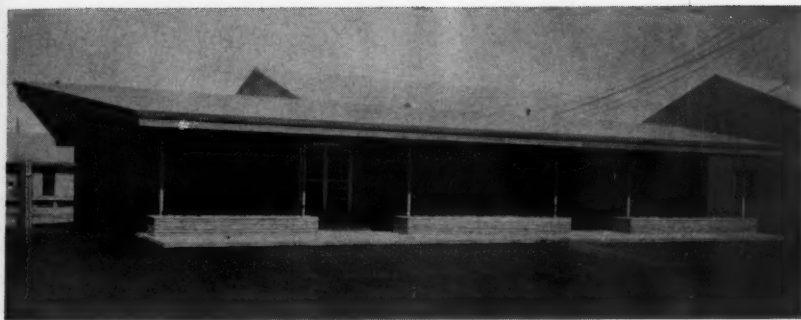
Another call for financial aid came from Pakistani Ambassador **Syed Amjed Ali**, also in Dallas for World Affairs Week. Said Ali: "What we want is not another 'Marshall Plan' for Asia, but for all the free nations, Europe included, to help those in the East now who need financial aid."



**GENERAL CHIDLAW**  
Never sleeps . . .

Continental Air Defense Command Chief **General Benjamin Chidlaw** told a forum at Karcher Auditorium that "The Continental Air Defense Command never sleeps, never wavers from an alertness which can send it into action miles out and miles up. It stands as a guarantee that our national body shall suffer no pain or blows which would make our national will to resist collapse, or our national ability to retaliate fail to mature."

Pomp and ceremony surrounded the visit to Dallas of **Field Marshal P. Pibulsonggram**, the Prime Minister of Thailand. The Siamese leader spent two days on a whirlwind tour of Dallas and East Texas.



### New Office Building for Nichols Engineering

Nichols Engineering & Materials Company recently moved into new offices at 9314 Addis Street to mark the fourth expansion of the firm which was founded in 1946 in a building measuring eight feet by ten. The new one-story building is of buff brick with redwood trim exterior. The company, which works with architects in the designing of curtain wall construction of colored metal panels and aluminum windows, handles various lines of steel and aluminum windows and sliding glass doors.

### Renner Foundation Receives Land Gift

The Hoblitzelle Foundation has deeded the original 107 acres on which the Texas Research Foundation at Renner was established to that organization as a gift. The action was announced this month by Karl Hoblitzelle.

The Hoblitzelle Foundation recently acquired the land from Southern Methodist University, which had originally leased the land to the Research Foundation.

The gift brings the total land in use at Renner to over 831 acres. Of this amount 667 acres is owned outright and the remainder under lease.

**Medical Advisory Group.** A new medical advisory committee composed of three Dallas doctors has been formed to provide assistance and advice to the trustees of the Southwestern Medical Foundation in matters concerning medical education and research. The members, named to serve following consultation between Foundation President Karl Hoblitzelle and Dr. Ridings E. Lee, president of the Dallas County Medical Society, are: Dr. Maurice M. Scurry, chairman; Dr. Floyd Norman and Dr. Don G. Harrel.

**Casa View Village Addition.** Plans for a new \$1,000,000 addition to Casa View Village in the White Rock-East section of Dallas have been announced by W. H. Smith, president of Lone Star Insurance Company, owners of the village. The new section will add 70,000 square feet of floor space to the 150,000 square feet already constructed.

**Sweda Dealership.** Allied Cash Registers, Inc., 3512 Ross Avenue, has been awarded the dealership for Sweda Cash Registers in the Dallas area. Manufactured in Sweden, the machines have been sold in this country since 1948. A. L. Hayes, formerly with National Cash Register Company in Dallas, is president of the local firm.

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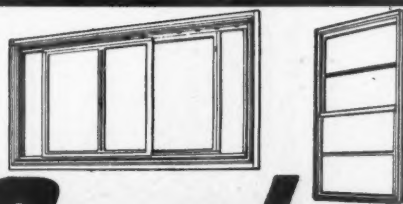


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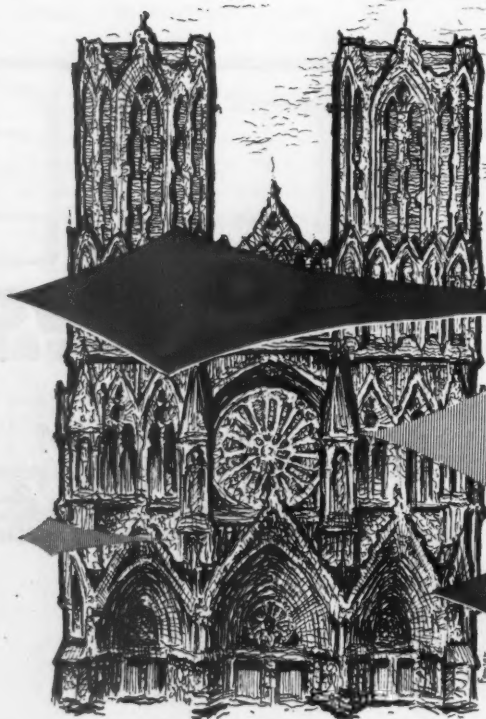
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# Aren't You Finished Yet?

In the middle of the 13th century the French began building their great cathedral at Reims. As time went by the project became exasperating. Stones and metal pieces had to be cut to fit—exactly. This was done by hand and there were many calculations by eye that didn't quite meet the work by hand. Waste was so great, work so slow, and cost so high, that 79 years later, before the spires were completed, the French stopped work. Today the French, with McCormick's gas-cutting service, quick delivery and vast stocks of both carbon and alloy steel—plates, bars, beams, you name it—would have had their cathedral at Reims finished in the time it takes to say Jacques Robinsonne. How's your job going? Are you finished yet?



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## "Our Cessnas have squeezed the whole state of Texas into Dallas County"

That's tall talk even from a Texan. But Dallas businessman, J. R. Dowdell can back it up. "Outstate Texas cities are practically 'next door' now that we're flying Cessnas instead of battling highway traffic," he says. Before we bought our two Cessnas, we were running 16 salesmen ragged trying to cover Texas, not to mention four other southwestern states," says Dowdell, president of J. R. Dowdell Co.

Today, these flying salesmen, who represent and sell products for 25 industrial manufacturers can reach any city in the territory in a few hours. They make their own schedules, get to customers faster when time means orders. As Dowdell says, "it isn't just the day-to-day job our Cessnas do. They're bringing us new business, too—helping us to grow."



### Makes You Feel Good!

The Company's Cessnas allow president Dowdell more time to talk business with his salesmen such as Nick Collins

(right). "Also, I've got to call on our branch offices. When I drove I'd show up tired, cranky," explains Dowdell. "Now, I step into the Cessna 170, get there relaxed, able to stir up enthusiasm!"



boys with the products they sell," explains Dowdell. "It would be too costly to do this any other way."

### Means More Sales

"We can't pin-point the percentages yet but we definitely know business is up since we bought the airplanes," Dowdell says. Another plus: Cessnas are being used to fly salesmen to factories of companies they represent.

"These trips help familiarize the boys with the products they sell," explains Dowdell. "It would be too costly to do this any other way."

### See the All-Metal 1955 Cessna 170

Transportation that's ready when you are is yours in the new, all-metal Cessna 170. Far away places are just a few hours away. In a single day, you can fly 960 miles round trip, have two hours working time at destination. The 1955 Cessna 170 cruises over 120 m.p.h., has greater range than other airplanes in the low-priced field. Only \$8,295!



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But there is. Man can not create land. Land on which to build homes, factories, schools. Land on which to grow the food for our very-soon-to-be-doubled population. Land from which to draw vital water. Land . . . that which insures good living.

So, the land we have becomes more valuable day by day—for it must support more and more people. And we must make the most of it.

For we cannot have more of it.

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## Donald Tobin Buys W. A. Green Store

Donald J. Tobin, veteran Texas retailer who recently operated his own merchandising consultant firm in Philadelphia, Pa., has assumed active control of the W. A. Green department store following his recent purchase of its common stock.

Mr. Tobin plans substantial expansion and remodeling of the 59-year-old store which is one of the oldest retail businesses in Dallas, although no drastic changes in operational methods are contemplated. Henry Coke, Jr., prominent Dallas attorney and a director of the company which will continue under the W. A. Green name, is secretary.

★

**Hardy Opens New Quarters.** Specializing in residential area properties in the Town North area, the Bob Hardy Real Estate Company is now operating from its new quarters in the \$2,000,000 Preston Royal Shopping Center. Mr. Hardy, owner of the firm, has been operating in Dallas real estate since 1948.



## Credit Ratings Verified in Seconds

Ben H. Wooten, president of the First National Bank in Dallas, watches as Mrs. Evelyn Beavers receives a credit statement from a car dealer concerning a prospective automobile buyer via Western Union's letter-size Intrafax machine. Pioneering the new service in Dallas, First National has installed the machines in offices of leading Dallas car dealers to permit almost instantaneous approval or disapproval of loan applications for prospective buyers.

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### Dean Charles Potts Receives Legal Award

Charles S. Potts (center) dean emeritus of the Southern Methodist University School of Law, received the annual Hatton W. Sumners Award from the Southwestern Legal Foundation at the recent Lawyers Week banquet. The award was presented for his outstanding contribution to the legal profession. Pictured at right is Hatton W. Sumners, long-time Dallas Congressman for whom the award is named. At left is J. Glenn Turner, former president of the Dallas and Texas bar associations, who served as toastmaster at the banquet.

HENRY D. HUGHES has assumed supervision of the Dallas sales office of Reilly Tar & Chemical Corporation. J. H. BARNETT, JR., is general sales manager of the firm.

WILLIAM F. STYLER, JR., who has been with Deep Rock Oil Corporation since 1949 and served as its comptroller for the last year, has been elected vice president and treasurer of the company.

### Retail Trade Firms City's No. 1 Employer

Although Dallas has made tremendous strides as a manufacturing center in recent years, the retail trade firms still are the city's No. 1 employer.

Retail clerks now number 59,735, according to a recent report from the Texas Employment Commission.

The two largest retail trade groups are: 14,125 in general merchandise stores, and 11,155 in retail food and liquor stores.

Several industries run a close second with 27,320 people needed to run them, and there are 23,900 persons employed to take care of the city's financial and real estate business.

For its health, legal and education needs, Dallas has 23,130 workers, with construction projects employing 22,905. Other categories include: 22,825 in manufacturing transportation equipment; 20,125 in wholesale trade firms; 15,775 in transportation industries; 13,450 in various government jobs and 13,200 employed in private households.

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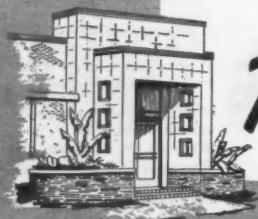
DANIEL B. MOONEY and ROBERT L. STEVENS have recently been promoted by Studebaker-Packard Corporation to serve in its Dallas zone. Mr. Mooney, who had been Eastern divisional truck sales manager, was named Dallas zone sales manager for the company. Mr. Stevens, formerly district sales manager in the Philadelphia zone, was appointed assistant zone manager for the Dallas area. For three years, Mr. Stevens had been a member of the corporation's Dallas sales staff.

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These are the qualifications which have kept the members of the Dallas Chapter of the Associated General Contractors of America in a position of leadership for thirty years... qualifications that enable them successfully to meet the expanding needs of Dallas for the construction of public buildings, institutions, schools, churches, hospitals, offices, factories, warehouses and stores.

Construction contracts awarded in Dallas County in 1954 were valued at \$214,524,000. More than 21,000 persons were actively employed in their fulfillment. This is one of the accomplishments that has kept Dallas constantly in the forefront of America's great cities... and the resources of A.G.C. members are equal to any future demand.

*For information call any listed member, or the Chapter Office.*

Dallas Chapter

## ASSOCIATED GENERAL CONTRACTORS

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**TEXAS EMPLOYERS  
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HOME OFFICE • DALLAS, TEXAS



## Camp Fire Girls Sponsor Library Dedication Plan

Dallas Camp Fire Girls will observe a special library dedication on June 1, during which each of the 450 separate groups will present a new children's book to either the new Public Library, one of its branches or to a bookmobile. Books to be presented will be purchased from a suggested list of needed books for young people prepared by library officials.

A phase of the gift project will be to have each Camp Fire Girl group within the city limits pay at least one visit, as a group, to the nearest library branch sometime during May.

Prime objective of the project, according to Max Clamptt, president of the Camp Fire Girls, is to familiarize the girls with the libraries and to win their loyalty as future patrons.

★

JACK RAMSEY, SR., has been appointed Dallas representative of the small appliance division of the General Electric Company. Formerly Houston representative for the same division, covering territory from Brownsville to Pensacola, Fla., Mr. Ramsey's new territory includes North and West Texas, New Mexico, Oklahoma and Arkansas.

★

J. M. TUTTLE, veteran Dallas builder and land developer who has been a leading developer in the area east of White Rock Lake, has been elected a member of the board of directors of Texas Title & Abstract Company. One of Mr. Tuttle's current projects is the Lake Plaza Shopping Center on Northwest Highway.



## Dallas-Made Picture Windows for Statler-Hilton

Manufactured by Universal Corporation, 6710 Denton Drive, Dallas, the 1,817 metal-and-glass units which go to make up the facade of the new Statler-Hilton Hotel are rapidly being installed and soon will enclose the 1,001 rooms completely. Called "Lift-N" units, the ventilating picture window sections are pre-assembled at the Universal factory, thereby contributing to speedy installation. Each room of the hotel will have a picture window.

JIM GAYNIER, a salesman with Gump & Gaynier for the last four years, has been placed in charge of the firm's new land and development department. The company maintains offices at 8418 Preston Road.

B. C. BOND, until recently a resident of Miami, Florida, has been appointed Southwestern divisional manager for Bacardi Import Company. Mr. Bond will be in charge of Bacardi sales in Colorado, Arkansas, New Mexico and Texas.

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Our goal is perfect shipping. When this coveted goal will be reached no one knows. You can help. The important thing is we're *striving* for it . . . today's service is better than yesterday's; tomorrow's will be better than today's.

## • ROCK ISLAND LINES •

The Road of Planned Progress



### Association President

Thomas L. Amis, president of Wamix, Inc., Dallas concrete producers, has been elected president of the Texas Ready Mixed Concrete Association. Mr. Amis was chairman of the original committee which organized the group in 1952, and is a past president of the American Society of Military Engineers and the Dallas Executives Association.

★

Next month's DALLAS will be a special convention issue.

### Work Starts on Temco's New \$500,000 Addition

Work on Temco Aircraft Corporation's new \$500,000 addition to the Garland plant is scheduled to be started the latter part of May when the concrete work is to done. Steel work is expected to be started in mid-July.

The addition marks the third major expansion of the ten-year-old Garland plant and will provide 76,000 more square feet of manufacturing space. In 1952, the company added 80 percent more floor space to the old Luscombe plant and then, in 1953, increased its working area another 20 percent. The new addition, a 506-by 150-foot structure, will be erected adjacent to the north end of the present building.

The Garland operation is manufacturing assemblies for the F3H "Demon" Navy jet fighter and the Air Force's F-84 jet fighter-bomber.

★

**New Securities Firm.** C. Alfred Bailey & Company, a new securities firm dealing in all types of securities, stocks and bonds, has opened its offices in the Mercantile Bank Building. The new company is a successor to Bailey, Scott & Company.



### New Sales Manager

Don Chapelle, who was graduated from the Pan American World Airways executive training program last August and has since been serving in the company's New York office, has been appointed sales manager for the Dallas office of the airline. The local office, which serves north and west Texas as well as the state of Oklahoma, is located in the Mercantile Securities Building.

★

Dallas has over 10 per cent of the nation's planned industrial areas.

## NO JOHNS IN JOE'S CLOTHING...

Let's consider your employee, John. To make sure his uniform fits as perfectly as his clothes at home, we will make all necessary alterations. Then we TAG his uniform with his name, number and size. He is sure to get the same uniform back every time it goes out to be laundered at Industrial. It's as personal as his dress shirt and we are determined to keep it that way. NO ONE ELSE WEARS IT. This is important to John and also to you. He looks better, feels better, works better because his uniform always fits.

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# Drive for New Members Winds Up

THE Dallas Chamber of Commerce Membership Committee is winding up its annual Membership Drive, with approximately 200 volunteers aiding the committee members in securing more members for the Chamber.

The men working in the drive were asked to call on a minimum of five people. In addition, each man was asked to put in eight hours working on the drive. Thus, the drive was referred to as the "One-Day Drive" because the workers put in an equivalent of one day's work. In past years, drives have only lasted one day, while this year's lasted a week.

Top Hand awards will be given to workers who secure six new members during the drive. Gold-filled cuff links will be awarded to those who get three new members, while sterling silver money clips will go to those who bring in one new member.

New members for April follow.

**C. G. Unlaub Company, Inc.**, 2944 Oak Lane; N. B. Gilliland and C. G. Unlaub.

**Aladdin Renuelite**, 7326 Harry Hines; C. H. Steel.

**Skeffington's, Inc.**, 2024 Commerce; Dan Freeman.

**Baker & Baker Secretarial & Drafting**, Oil & Gas Bldg.; Margaret T. Baker.

**Gilbert C. Reynolds**, 3409 Perryton.

**Dallas County Dental Society**, 207 West Colorado; Q. D. Musgrave, D.D.S.

**Fred M. Ramsey**, 1121 Davis Bldg.

**Elfant Neckware**, 1111 Commerce; Joe Elfant.

**L. L. Northrup**, 2804 Canton.

**Factory Sewing Service of Dallas**, 1023½ Main; S. E. Bailey.

**M. N. Killough & Company**, 1375 Davis Bldg.; M. N. Killough.

**Inez Gibson**, 2020 Live Oak.

**J. I. Holcomb Manufacturing Company**, 1310 Dragon; L. D. Cavin.

**H & M Water Company**, 1027 Levee; B. D. Haynes.

**Higgins Brothers**, Fidelity Union Life Bldg.; Robert Higgins.

**James Hampton Auto Company**, 4321 Ross; James Hampton.

**Continental Products Corporation**, 5211 Lemmon; R. F. Vosbury and S. A. Ellsberry, Jr.

**Townsend Gulf Service**, 9802 Ferguson; S. J. Townsend.

**Hotel Lane**, 2611 Flora; Peter J. Lane.

**Edward T. Slaughter**, Realtor, 1124 Davis Bldg.

**National Publishers Center**, 1424 Fidelity Union Life Bldg.; Harold E. Seals.

**Provident Life & Accident Insurance**, 4520 North Central Expressway; S. S. Gordon.

**C. L. Pardo Oil & Gas, Inc.**, 806 First National Bldg.; C. L. Pardo.

**Parish & Murrell**, Republic Bank Bldg.; Wm. I. Murrell.

**Claude C. Arnold**, Realtor, 905-6 Praetorian Bldg.

**Universal Screen Productions**, 4211-B Gaston; William Locklin, Jr.

**C & I Protection, Inc.**, 2242 Butler; S. H. Baker, J. P. Jones and Roger Mays.

**W. W. Sherrill Company**, 2609 Cedar Springs; W. W. Sherrill.

**Century Trust Company**, 418 Oil & Gas Bldg.; Henry R. Lyon.

**R. H. Moore & Company**, 3710 San Jacinto; R. H. Moore.

**J. C. Hadsell & Company**, Fidelity Union Bldg.; James C. Hadsell.

**The Interstate Company**, Sears & Roebuck Company, 5334 Ross.

**Allied Textiles**, 2930 Main; W. B. Marks.

**Bob Roach Service Station**, Lomo Alto & Lemmon; Bob Roach.

**Associated Investment Brokers**, Gibraltar Life Bldg.; Richard S. Perkins.

**Pease Printing Company**, 2404 McKinney; Ralph Pease.

**Beer Sales Company, Inc.**, 1100 Beaumont; Gordon Harriman.

**Panhandle Oil Corporation**, 1320 Mercantile Securities Bldg.; Roger Gilbert and F. L. Durham.

**Dal-Klif Roller Rink**, 915 South Industrial; Mrs. Walter D. Young.

**National Bookkeepers' Society**, 711 Adolphus Tower; Jean M. Tietz.

**Do-All Dallas Company, Inc.**, 1628 North Industrial; Henry F. Newkirk.

**Mayfield & Durant**, 1520 Republic Bank Bldg.; Wentworth T. Durant.

**Herb Durham Company**, 86½ Highland Park Village; Herbert A. Durham.

**Herman Loupot & Company**, 3113 Falls Drive; Herman Loupot.

**Harry Kahn Plumbing Company**, 517 South Ervay; G. K. Hogan.

**Lone Star Tank Company, Inc.**, 3530 Singleton; I. L. Thomas.

**Carlton R. Winn**, 2400 Republic Bank Bldg.

**Lambert Corporation**, 1615 North Industrial; Luke J. Lathram.

**Frank J. Scurlock**, 2400 Republic Bank Bldg.

**Wedding Service, Inc.**, 6614 Snider Plaza; Mrs. Gail W. Lane.

**Southern Oaks Animal Hospital**, 2944 East Illinois; J. E. Hill.

**Andrew Weaver**, 1027 Kirby Bldg.

**Tenison Floral Company**, 3113 Oak Lawn; Al Wolf.

**Watson Business Service**, 708 Simons Bldg.; Lois Watson.

**Charles D. Turner**, 2400 Republic Bank Bldg.

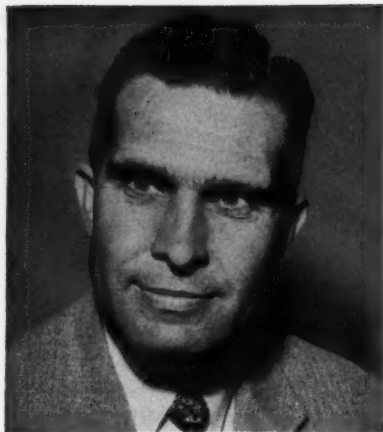
**Martin Tycher**, Realtor, 6033 Berkshire Lane.

**American Radiator & Standard Sani-**

(Continued on Page 61)



**FOUR TOP HAND AWARD WINNERS** display their trophies at a recent Membership Committee meeting. Pictured (left to right) are Vince Rohloff, associate chairman of the Membership Committee; Top Hand winners Pete Hawk, Mark Griffith, C. D. Bryson and Ned Meyerson; and James M. Collins, Chamber of Commerce director.



### Named Division Manager

Gerald W. Tankersley, a native of Dallas who joined Western Auto Stores in July, 1933, and has been with the concern ever since, has been appointed manager of the company's Dallas division, consisting of 22 company-owned stores and 156 associate stores in northern Texas and eastern Louisiana. For the last nine years, Mr. Tankersley has been located at the home office in Kansas City, Mo., where he was manager of the supply and equipment department.

**Buys Ambassador Hotel.** Ambassador Hotel Company, a new corporation headed by Col. Charles R. Tips, recently bought the Ambassador Hotel, 1312 South Ervay, for an undisclosed figure between a quarter and a half-million dollars. Extensive improvements are planned for the hotel, which is near the route of the new East-West Expressway. Negotiations for the transaction were handled by F. A. Larson Company, realtors. M. G. Hyams is the former owner.

★

**Carley-Gale Company Opens.** The Carley-Gale Company, manufacturers representatives with office and warehouse located at 2024 Farrington, recently opened for business under the management of Horace R. Gale and W. A. Carley.

★

**Varel Offers High Bid.** Varel Manufacturing Company has made what appears to be highest bid for three lots in the Love Field Industrial District on Denton Drive. The lots had been put up for auction by the City of Dallas. All bids are received by the City Council and forwarded to the city manager for tabulation and recommendation.



### Account Executive

Terry White, former free lance writer and photographer who also worked for five years as a printer, has joined the staff of Ayres Compton Associates, Dallas public relations firm, as an account executive. Mr. White, a journalism graduate of North Texas State College, served with the U. S. Army as a public information specialist.

★

DALLAS Magazine is 33 years old.

## INWOOD INDUSTRIAL DISTRICT

Dallas' newest and most accessible industrial property



For details on the remaining lots, you or your agent should immediately contact:

### Southwest Industrial Properties, Inc.

DAVID D. BRUTON, JR., President First National Bank Building—Dallas

### IMPROVEMENTS NEAR COMPLETION

With utilities installed and paving underway, site improvements in Inwood Industrial District will be completed early in June. Approximately a dozen purchasers have already bought over 1,000,000 square feet.

These sales represent approximately one-half of the lots originally made available in the first installment.



### Wins Promotion

Everett E. Knott, who has been general manager of the Texcrete Company and Tex-Tile, Inc., Dallas, has been named general manager of all Texas Industries plants in the Dallas area and in Oklahoma. His new duties will include responsibilities for operation at Dallas Lightweight Aggregate Company, and Texas Lightweight Aggregate Company, Eastland, in addition to his work with Texcrete and Tex-Tile. Before joining Texas Industries in 1951.

### Municipal

(Continued from Page 13)

1955), and within a year construction will begin on the Oak Cliff Service Center.

In addition, the future will find the present City Hall and Sheriff's Office remodeled and air conditioned, and an undisclosed number of fire stations and several neighborhood health centers built.

Another important municipal construction activity is the installation of new water lines and sanitary sewers. In 1954 \$4,174,065 was spent for new water lines and \$2,822,495 for new sanitary sewer facilities. To date in 1955, \$503,503 worth of sanitary sewers have been constructed or contracted for. The city's new water lines under construction at this time, or contracted for total \$827,652.

In short, Dallas and Dallas County municipal building appears likely to be wearing those seven-league boots for quite a while.

\*

C. R. DUDLEY, L. D. SWINDEL and ALAN R. EDMINSTON were recently appointed sales executives here for the Oliver Iron & Steel Corporation of Pittsburgh. Mr. Dudley is Southwestern re-

gional sales manager; Mr. Swindell is Southwestern regional service manager; and Mr. Edminston is district sales representative for the Pole Line Materials division.

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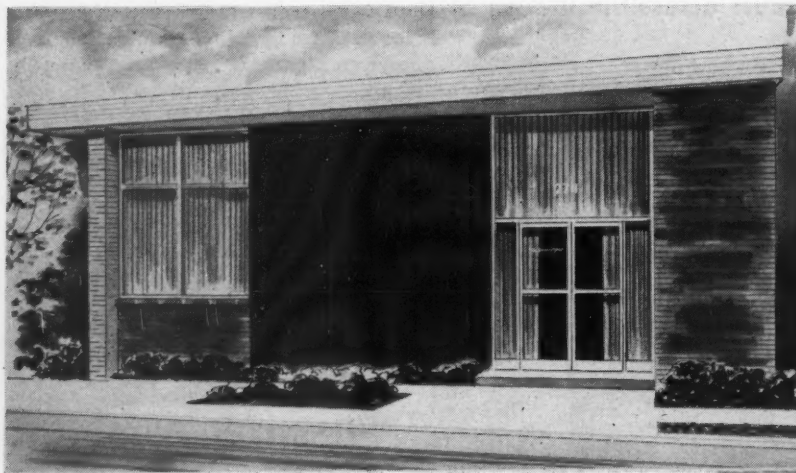
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After building hundreds and hundreds of homes in and around Dallas for nearly 20 years, we decided that we needed a new home, too.

At 2711 Inwood, our new home office building is a beehive of activity — making plans to help house a fast growing Dallas area. Right now, we are actively building quality homes in Walnut Hills Addition and Valwood Park. We invite you to see them.



## THE BROWN ORGANIZATION

Planners and Community Builders for Nearly 20 Years

2711 INWOOD RD.

Elmhurst 5308



WILSON H. BROWN



J. D. BROWN





### Industrial Medicine Head

Dr. Virgil M. Payne, Jr., physician and medical counsellor for a number of Dallas industries, has been elected president of the Texas Industrial Medicine Association. Dr. Payne is vice president and medical director of the Gibraltar Life Insurance Company and is past president of the Dallas Society of Industrial Medicine and Surgery. An active private pilot, he is a member of the Aerial Medical Association and the Texas Aero Medics.

### Schools

(Continued from Page 13)

In 1954 the citizens were called upon for another bond issue of \$35,000,000 to construct 27 new schools. A considerable part of this issue was earmarked to refurbish the old buildings and add facilities to bring the old buildings up to the post World War II standard. The 27 buildings planned in this issue have been scheduled over a three-year building program. Some of these projects are well under way on the drawing boards. Quite a segment of this issue has been earmarked for the construction of senior high schools, three in number. These schools will accommodate 2,500 pupils each and will cost approximately \$2,250,000 each. These are located in Southwest Oak Cliff, Pleasant Grove, and Casa Linda.

The tempo of junior high school construction has also picked up in the program with six on the planning board. The continuation of the high birth rate, however, has caused the main interest to be on the construction of elementary schools of which 18 are provided for.

School authorities have been consistent in pointing out the need to construct a building per month in order to keep up with the increased enrollment in the district. While this rate of production has not

yet reached its peak, nine new buildings have been occupied since last August (1954). If the builders keep their schedules, the school term of 1955-56 might see the district open with an average of one building per month.

★

DELBERT BURKHART has been named vice president and director of sales for the Gene Paige Company of Dallas. As such, he is to be in charge of sales in all divisions of the company, including Anco Window Corporation, National Cold Forming Company and American Grille and Screen Works.

### FORREST AND COTTON Consulting Engineers

Praetorian Building  
Phone RA-4341 Dallas

### WANT CLEAN MAILING LISTS?

Lists custom made from library of  
**NEW TELEPHONE DIRECTORIES**  
Call **George B. Cole - LO-8406**  
Creative Sales Letters that Produce Results



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SUBURBAN PROGRESS**



**Soon a new Sears store to serve  
the Arlington-Grand Prairie area!**

It will be a big, beautiful department store with full and complete selections! It will bring to the fast-growing Arlington-Grand Prairie area the wonderful convenience of streamlined one-stop shopping! More important, it will give you the same high standards of service and satisfaction that have distinguished Sears for so many generations!

**OPENING IN SEPTEMBER! WATCH FOR IT!**

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CONSULTING ENGINEERS

Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing  
Design and Supervision

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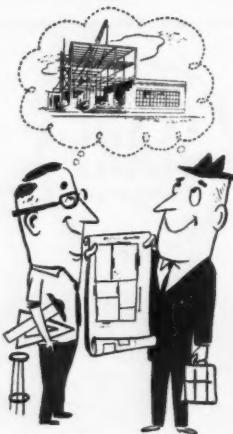
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Many years of experience in general contracting assures the highest quality, best built buildings at lowest construction costs, regardless of building type.

Inwood-built buildings include automobile agencies, churches, clinics, dormitories, hospitals, office buildings, schools, warehouses, factories and many other types. These buildings are built for distinguished clients such as American Airlines, Best Foods, Magnolia Petroleum, Sears-Roebuck, General Motors, and Texas Wire and Cable, who demand the best for the least in their buildings!

Inwood handles the complete job from blueprints on through to light bulbs, and they are prepared to give this complete service to you, now! Don't hesitate... call Inwood today!



## inwood construction co.

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### MORTGAGE LOANS

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RESIDENTIAL, CONVENTIONAL  
F.H.A. AND G.I.

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## SOUTHERN TRUST & MORTGAGE CO.

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"Established 1924"

F. M. LOVE, Chairman of the Board

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Inspections and Commitments on Conventional Loans in 24 Hours

## Dallas Mayor Subject Of Magazine Article

Dallas Mayor Robert L. Thornton is the subject of an article entitled "Duke of Dallas" which will appear in the June 11 issue of the Saturday Evening Post. The issue will be on the news stands in Dallas on June 8.

Written by George Sessions Perry, a Post favorite and a resident of Rockdale, Texas, the piece vividly pictures the mayor and his contributions to Dallas. It covers his banking experience, his reign at the State Fair of Texas, and his political life as mayor, in addition to the many other facts of Thornton's career.



## Thomas to Aid Musicals

Maxwell Thomas, on loan from the Crook Advertising Agency has been employed by the State Fair Musicals to coordinate the campaign to be put on by the Musicals in cooperation with the Dallas Retail Merchants Association. Department stores, sports stores, hotels, restaurants, railroads, buses, airlines, tanks and retail stores are tying-in with the program to advertise the 1955 Musicals season. Mr. Thomas will concentrate on the sale of group tickets, the planning of window displays, special merchandising events and other business tie-ins. James K. Wilson, Sr., is chairman of the merchants' committee working on the program.

★

SAM J. KLINE, an independent oil operator with large real estate holdings throughout the Southwest, has been elected to the Board of Directors of Home Service Casualty Insurance Company. Mr. Kline, a native Texan who came to Dallas from Tyler several years ago, brings to his new position a good deal of experience in the real estate and investment field.



### Elected Vice President

Robert J. Downs, a native of Van Zandt County who has been active in Dallas banking for over 30 years, has been elected a vice president of the Texas Bank & Trust Company. He will be in the bank's correspondent bank department. Mr. Downs for many years was associated with the Dallas National Bank and served in their correspondent bank division from 1947 to 1954. He more recently was with the City National Bank in Houston.

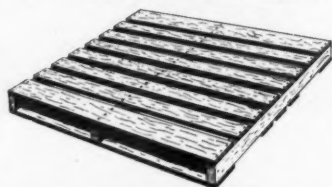
### HOW DO SMALL FIRMS GET BIG?

Partly by not wasting the money they can afford for advertising! Most successful companies advertise — some spend only a small percentage of their present sales. BUT THEY SPEND IT RIGHT!

COMPANIES GROW when their advertising gets NEW LIFE from specialists who are thinkers, workers and tireless seekers after ways to sell more goods. Send on letterhead for FREE booklet, "How Do Small Firms Get Big?"

**KAMIN ADVERTISING AGENCY**  
4610 SOUTH MAIN STREET, HOUSTON  
2520 CEDAR SPRINGS ROAD, DALLAS  
3320 WEST VICKERY, FORT WORTH

### Hardwood Pallets



**W. A. TAYLOE CO.**

Materials Handling Equipment

2333 Inwood Road FL 7-7315

**DALLAS**

HARVEY L. MICHAEL has been appointed an agent for the Prudential Insurance Company for Oak Cliff. The announcement was made by Barrett H. Camp, manager of the Dallas district office for the company.

★

ROBERT A. CAPERS, formerly contract and title attorney for Gulf Oil Corporation at Amarillo, has been appointed manager of the Oak Cliff branch office of Dallas Title & Guaranty Company, 711 West Jefferson. Mr. Capers is a native Dallasite and a graduate of the SMU Law School.

CHARLES O. RICHARDS, JR., has been named head of the Northern Texas tax division of the Research Institute of America and as such will handle the year-round planning program for member business concerns here. Mr. Richards was transferred to Dallas from the New York staff of the firm.

★

ROY EUGENE MELTON, JR., recently was appointed director of interior display for Neiman-Marcus Company, effective May 16. Mr. Melton is a member of the National Display Association and the Southern Display Association.

## CONSTRUCTION LEADERSHIP

Dun & Bradstreet reports that Dallas ranks fourth among American cities in dollar value of building permits issued for the first quarter of 1955.

Only New York, Los Angeles and Chicago, in that order or rank, topped Dallas' first quarter building permits.

Building contracts awarded in metropolitan Dallas have averaged \$142.7 millions per year for the last nine years, 1946-1954 inclusive. In the five years since the 1950 census, metropolitan Dallas has awarded contracts for:

1. 70,400 new dwelling units — \$604 millions worth of new construction.
2. 150 acres of floor space in new manufacturing facilities.
3. More than 250 acres of floor space in new commercial buildings.
4. More than 270 acres of floor space in new churches, schools, medical, cultural and recreational buildings.
5. Engineering construction, streets, water and sewer mains, other non-building categories, totaling more than \$102 millions.

In the postwar period — 1946 through 1954 — over \$1,285,000,000 have been spent on building construction in the Dallas Metropolitan Area.





**HIGHLAND PARK SHOPPING VILLAGE**—With the recently completed James K. Wilson Store, there are 6 suburban branches of downtown stores in The Village. All shops in The Village are fine, carefully selected firms, well diversified, to give you a thoroughly balanced shopping center.

## PLANNING . . . *to make shopping more pleasant*

That's the secret of the Highland Park Shopping Village, the first planned shopping center in Dallas. Here's what we mean! Recently we've added FREE underground parking for Village customers, Daylight in Darkness lighting for nighttime shoppers and much more. You see, when the village was planned and built, much careful thought went into future growth. So, as shopping trends changed, The Village has changed, too. We think these changes have made The Village a particularly pleasant place to shop. And we're planning more! Won't you come often to enjoy it!



**FREE UNDERGROUND PARKING**—keeps your car cool, quick and convenient. And there's no tipping.



**DAYLIGHT IN DARKNESS LIGHTING**—the new lighting system in The Village turns night to day for evening shoppers.

# FLIPPEN-PRATHER stores, inc.

OWNERS • DEVELOPERS • AGENTS

PRESTON ROAD AT MOCKINGBIRD

## Industrial

(Continued from Page 10)

Brook Hollow Industrial District in northwest Dallas has also become one of the finest fastest developing districts in the nation. More than 50 national and regional firms have selected Brook Hollow as the site for new quarters with the first building occupied only nine months ago. Windsor Properties is developing this new district which is west of Harry Hines Boulevard. Twenty buildings containing over 500,000 square feet of office, warehousing and manufacturing space are under construction in this district, and at least a dozen firms are already in actual operation. The firms selecting Brook Hollow as a location for development or expansion have acquired more than 250 acres of land.

The location on one of Dallas County's finest highways, Irving Boulevard, plus direct freight service on Rock Island's Main Line, account for the fact that the new Inwood Industrial District at Irving Boulevard and Westmoreland has sold more than 1,000,000 square feet of property since its opening six months ago. The more than \$700,000 improvements planned for the district by Southwest Industrial Properties, Inc., are progressing on schedule. With 76 acres out of a total of 186 acres currently being developed, Southwest Properties has plans for a total development of 450 acres in this district. Cedar Crest Industrial Park in southeast Oak Cliff is another rapidly developing new industrial area in Dallas. Rapid progress has been achieved in the development of this district during the last year. It is now more than 300 acres in area and just four miles from the heart of downtown Dallas. Owners and developers are the Tips Company.

★

## Residential

(Continued from Page 12)

constructed in 1954 and city officials estimate the number will climb to 2,000 in 1955. Among the Mesquite developers are: The Danna Construction Company, J. B. Andrews, I. S. Fonville, H. E. Enlow, J. B. Galloway, Majors & Majors and W. P. Luse.

By far the most phenomenal growth among suburban cities has been recorded by Irving, where a town of 2,500 swelled to a city of 28,000 since 1950. One of the earliest and largest Irving developments is Plymouth Park, a project of Carr Collins, Sr. Nearly 1,500 building permits were issued by Irving in 1954, and the number is expected to increase to 2,100 this year.

Completing the circle of Dallas County towns is Grand

Prairie, where over \$5,000,000 worth of construction was authorized in 1954 and where an estimate of \$7,000,000 is made for the current year. R. H. Turner and others are developing properties. Here again is the familiar story of an area mushrooming to nearly twice its size within a five-year period.

There you have it. Our stranger in Dallas looking for "new developments" might head south or southwest to Oak Cliff, southeast to Mesquite, east to Casa Linda, Casa View or White Rock, northeast to Garland, north to Walnut Hills, Preston Hollow or Richardson, northwest to Farmers Branch, Carrollton or Addison and west to Irving and Grand Prairie.

To the prospective home buyer it's simply a matter of "you pays your money, and you takes your choice."

★

## Shopping Centers

(Continued from Page 11)

On the South Side of Dallas Colonel Charles R. Tips announces plans for the Cedar Crest Business Center on Forest Avenue Road between Morrell Avenue and East Kiest Boulevard. North of Irving, Carr Collins is developing the Plymouth Park Shopping area and plans are being developed for the Richardson Terrace Center at Richardson.

★

## Highways

(Continued from Page 10)

pass and the Mockingbird Lane overpass over the T&NO tracks.

County highway construction includes the Malloy Road bridge, widening Inwood Road from Hines to Lemmon and widening Lovers Lane to Northwest Highway. In the not too distant future the county will begin work on the new Riverview Road which will connect U. S. 77 with State Highway 183. Also in the planning stage is Euless Road.

The State Highway Department is busy working to complete Loop 12 to Commerce Street, Northwest Highway north of Field Circle and U. S. 80 from Beltline to the Fort Worth Cutoff. On the north work is progressing on Preston Road to extend it north to the county line and seven miles of service roads are being built on U. S. 75 from Hutchins to the county line.

On the east, grading has begun as has construction of grade separation structures on U. S. 80.

Highway construction is keeping pace with other building in ever expanding Dallas.



# GEORGE LINSKIE CO., Inc.

*Mechanical Contractors*

PLUMBING • HEATING • AIR CONDITIONING

2010 A INWOOD ROAD

DALLAS, TEXAS

# Which Gasoline should you use in your car?

**CONFUSED ABOUT GASOLINES?** ... Higher Compression engines with their increased horsepower have demanded *improved* gasolines to deliver all the power built into today's cars. The oil industry has met this challenge in two ways: 1. Advanced refining methods have resulted in more powerful, higher octane fuels. 2. Petroleum chemistry has discovered new additive compounds which result in improved gasoline performance qualities. Some refiners have limited their improvements to high octane refining. Others have taken the chemical additive route.

Now the makers of Mobilgas and Mobilgas Special are bringing the benefits of both methods of gasoline improvements to every car owner. Both are powered two ways!

1. Both are the result of the most modern, high octane refining methods. Both are advanced in octane value to give smooth, quiet knock-free performance.
2. Both have Mobil Power Compound added — the most powerful combination of chemical additives ever put into any gasoline to correct car engine troubles.

**QUESTION:** What's the difference between the two grades — Mobilgas and Mobilgas Special?

**ANSWER:** Now, with the addition of Mobil Power Compound to Mobilgas, plus refining improvements — the only *important* difference is octane rating.

Mobilgas *meets* the octane requirements of a large majority of cars on the road today, under *average* driving conditions.

Mobilgas Special *exceeds* the octane requirements of all cars, including those with engines of the most advanced design and under *any kind* of driving condition.

Selecting the correct grade of gasoline for your car can mean much to you in improved performance and greater economy. If your car can use Mobilgas, save the difference! Should your car require the highest octane fuel, try Mobilgas Special and enjoy a new power thrill... smooth knock-free performance and full economy of operation.

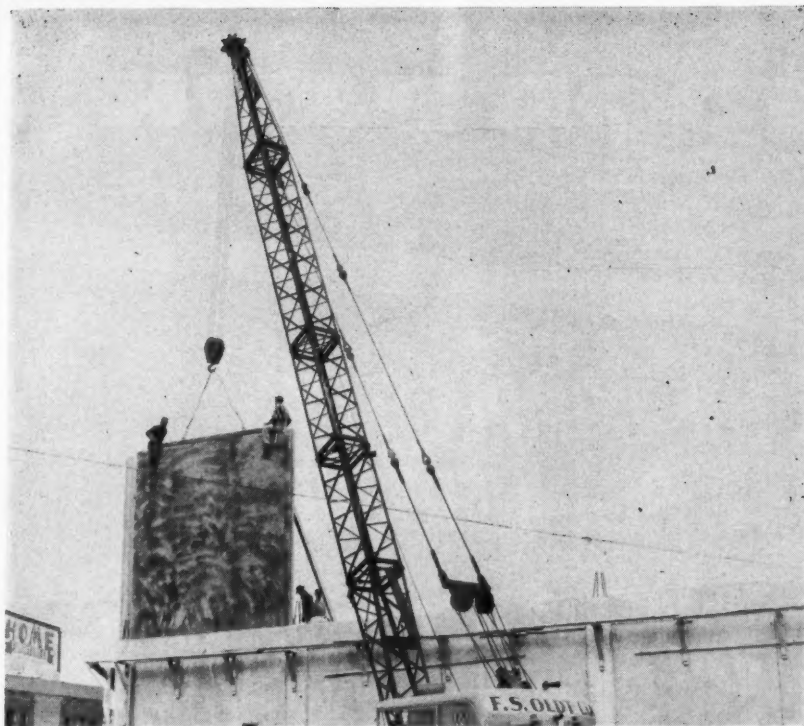
## WHICH GRADE SHOULD YOU USE IN YOUR CAR?

Ask a Mobilgas Dealer. He will show you the Magnolia engineers' recommendation for your car, based on engine specifications, mechanical and operating conditions.

**MAGNOLIA PETROLEUM COMPANY**







### New Construction Method Introduced to Dallas

An eighteen ton "tip-up" slab is shown being lifted into second story position by the new 30-ton motor crane of the F. S. Oldt Company fleet on the Zanes Warehouse job at Pacific Avenue and Central Expressway. This is the first use here of "tip-up" construction in buildings higher than a single floor. A. J. Rife Construction Co. is general contractor on this project.

**Moves to New Quarters.** Texas Hardware & Implement Association, formerly in the Texas Bank Building, has moved to new quarters in the Gibraltar Life Building, Bryan and Harwood Streets. Ray M. Souder is executive director of the association.

**Hospital Week.** Dallas observed National Hospital Week, which ran from May 8-14 and included the birthday of Florence Nightingale, May 12, with special events for the public, hospital employees and their families, women's auxiliaries and volunteers.

### Multiple Listing Sells Two Dallas Homes Daily

A total of 2,048 Dallas homes have been sold through the Multiple Listing Service of the Dallas Real Estate Board during the last 27 months, according to Rufus C. Porter, MLS chairman.

"Thus, the MLS has been responsible for the sales of Dallas residential property at the rate of more than two homes a day for the last two and a quarter years," Mr. Porter pointed out. Total sales price of the homes sold by the more than 300 realtors and their salespeople during that period was \$28,810,916. And in addition to the figures cited, MLS members of the Real Estate Board were responsible for sales agreements reached during April on another 96 homes, although final papers had not been completed at the end of April. Total sales price of the pending transactions were reported as \$1,334,300.

The Multiple Listing Service was organized by the Board and started operations in February, 1953, as a cooperative effort by realtors belonging to MLS to provide the best in service to their clients.

Listing a home for sale with a single realtor-member of MLS automatically makes available the services of more than 300 realtors and their staffs. Similarly, a potential buyer need only see one realtor-member of MLS to receive information about homes throughout the city listed with Multiple Listing Service.

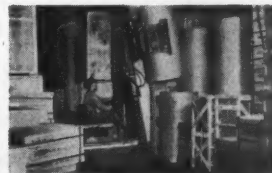
★

**Pacific Employers Moves.** The Dallas office of Pacific Employers Insurance Company has moved from its old quarters in the Southland Life building to new offices at 2215 North Akard.

## NO MATTER HOW BIG...STORE IT AT TEXAS DELIVERY WAREHOUSE



- 40,000 square feet of space.
- Top-notch warehouse and yard storage facilities.
- Private rail sidings.
- Mechanized handling and palletized storage
- One-hundred foot covered dock for trucks with plenty of off-street parking.
- Forty trucks available for redistribution.



## TEXAS DELIVERY WAREHOUSE

920 S. LAMAR • DALLAS

ASK FOR BYRNE SHOFNER AT ST-4444



# VALWOOD PARK

**...THE COMPLETELY  
PLANNED SUBURB!**

HIGHWAY 77  
6.2 MILES TO VALWOOD PARK

FIELD CIRCLE

HINES BLVD

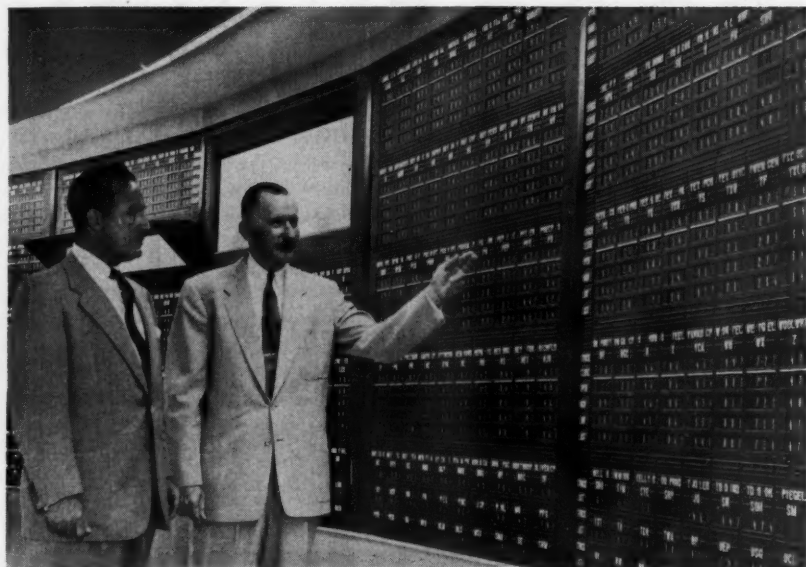
Keep your eye on Valwood Park. This huge area is fast becoming the center of activity. Homes are going up. There will be a super Shopping Center to serve the needs of the thousands of people who will choose Valwood as their home. To the North and apart from Valwood Park, clean, active industry will make its wheels hum.

*Beautiful Homes  
Active Business*

**If you want to see a tremendous development. If you want to see how Dallas County is filling up with new, beautiful homes and active business, drive just 6.2 miles North of Field Circle on Hines Boulevard. You will be amazed at the progress.**

**V A L W O O D P A R K**

TELEPHONE CH7-3133



**TWO OFFICIALS** of Merrill Lynch, Pierce, Fenner & Beane look over the firm's newly-installed Teleregister Board in their newly-opened Adolphus Tower offices. Pictured are Joel H. Cowdrey (left), office manager, and E. O. Cartwright, Merrill Lynch's resident partner in Dallas.

## Merrill Lynch Firm Opens New Teleregister Board

Dallas recently became part of one of the most important but least-known communications systems in America, the Teleregister Network, when the investment firm of Merrill Lynch, Pierce, Fenner & Beane opened its new offices in the Adolphus Tower—complete with some 2,000 miles of wire and 6,000 electrical switches and relays required to operate the only Teleregister electric quotation board south of Chicago.

The completely electronic board receives and records any stock or commodity price changes the instant they are

punched out on the New York sending machine, thereby giving Dallas traders information at virtually the same instant it is available to New York investors.

Merrill Lynch, Pierce, Fenner & Beane soon is to open still additional offices in the Republic National Bank Building, thereby making Dallas the first city of less than 2,000,000 population to house two of the firm's offices.

Dallas management of the concern is headed by Resident Partner Edwin O. Cartwright, Manager Joel H. Cowdrey and Assistant Manager Macon S. Mullens.

**Machine Tool Show.** The Bill Lindsley Machinery Company, which recently moved into its new building at 601 West Commerce Street, celebrated the move with an "open house" which included the biggest machine tool show ever held in the Southwest. Tools and displays that previously had been used only at national shows were exhibited, with top factory men on hand to explain and demonstrate the machinery. Mr. Lindsley has been in the machinery sales field in Dallas and North Texas for the last 27 years, and for over ten years had maintained his own business at his former location, 3001 Elm Street.

**Business Brokers.** An important phase of building and development of an area concerns the specialized broker who acts as intermediary in the buying and selling of business properties. Largest such specialist in Texas is the Ford Realty Company of the South, a Dallas-based concern which, although only a little more than a year old, now works with more than 90 associated brokers scattered over the southern states and which recently opened an office in St. Petersburg, Florida. Plans are now underway to open additional offices in other southern states, according to Scott Walker, head of the local organization.

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From idea to finished folder, broadside, booklet, letterhead, any kind of printing. Let us help you plan your advertising material and stationery.

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Equipped to produce by letterpress, offset (or lithography) in black and white or colors. Capacity up to 40,000 pieces daily. Folding and inserting up to six enclosures, sealing, stamping, mailing complete. Sensationally reasonable!!!

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Call "Mr. B"  
... specify  
**FW & D**

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**FORT WORTH AND DENVER RY.**  
Telephone RI-9666  
DALLAS 2, TEXAS



# NEW OPPORTUNITY

for you to invest in . . . to live in . . . the most beautiful and desirable  
residential area and shopping center

## TO THE NORTH OF DALLAS

WHERE REAL ESTATE INVESTMENTS GROW!

PRESTON ROAD NORTH OF ROYAL LANE

Since Dallas' earliest days, the majority of the well-to-do, progressive leaders of this town have chosen to live . . . and to invest in property to the north of the business district. This preference is so deep rooted today that much of the desirable real estate is "sewed up." This is a real opportunity for you, too, to enjoy the many advantages that come with "owning" in town north.



## PRESTON ROYAL SHOPPING CENTER

PRESTON ROAD AT ROYAL LANE

The Second Section of Preston Royal Shopping Center is now almost completed and partially opened. This outstanding beautiful shopping center will provide a pleasure for customers and an opportunity for merchants to serve better.

Now leasing . . . FINAL section of PRESTON ROYAL SHOPPING CENTER to be completed approximately December 1st, 1955.

Ample parking is provided for all customers and the distinctive brick styling of the entire center is eye-appealing to call.

### GEORGE F. MIXON

BUILDER and DEVELOPER

305 Preston Royal Shopping Center \* EM-6635

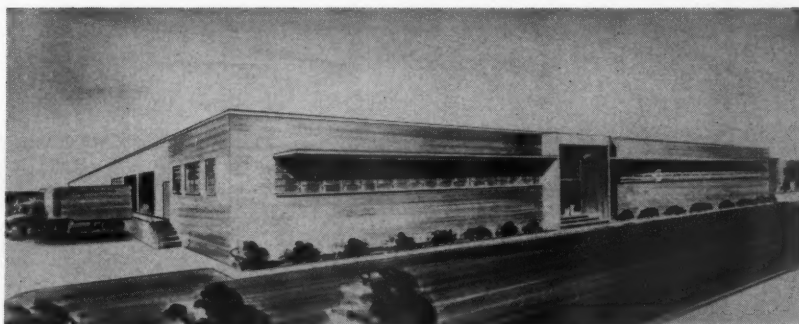
## "Dynamic Story" Wins Prize for Dallas News

"The Dynamic Story of Dallas and Its Markets", a booklet prepared by the promotion department of The Dallas Morning News, was one of the top eight winners in the recent Editor and Publisher magazine's annual newspaper promotion contest.

The booklet, which tells the story of the growing Dallas trade area, cites statistics in support of the city's continuing growth and includes some 70 photographs of trade territory points as far away as Sherman, was researched and correlated by Leland Renfro, national advertising director of the paper, and C. B. Hamlet, research director. Promotion Director Ted Barrett and his department were awarded a bronze plaque in recognition of their work.

★

BERTRAM KELLEY, of Dallas, chief helicopter engineer for the Bell Aircraft Corporation at Hurst, is the recent winner of the American Helicopter Society's Dr. Alexander Klemin Award, highest honor in the industry. Mr. Kelley, who has been with the Bell company since 1941, has been its chief helicopter engineer since 1948.



## Construction Underway for American Motors Building

Shown here is an architect's sketch of the new 50,000-square-foot American Motors warehouse and office building now under construction at 7900 Ambassador Row in Dallas' Brook Hollow Industrial District. The all-masonry building, to be used as a parts depot for the firm's operations in the Southwest, is slated for completion and occupancy the latter part of this summer. The new depot, which will serve American Motors dealers in Texas, Oklahoma, and a portion of New Mexico, is to be 215 feet wide and 250 feet long and will have an air conditioned office area of more than 8,000 square feet. The structure is being erected by Trammell Crow, Dallas builder, with McFadden & Miller serving as general contractors.

DONALD P. DICKERSON, a member of Safeway's advertising service staff for the last two years, has been appointed advertising manager of all Dallas Safeway stores. Mr. Dickerson is a graduate of Stanford University, where he majored in advertising.

E. HOWARD GOODWIN, a newcomer to Dallas who has been engaged in sales and promotion work, has joined Keitz & Herndon, local producers of motion pictures for commercial and educational use, as head of the firm's industrial film division.

## Here's Your Freight Service !

TO AND FROM

## SHREVEPORT - NEW ORLEANS



H. R. WHITING  
District Freight Agent

E. O. SIKES  
General Agent

G. E. CONDRAY  
O. J. DAY  
Commercial Agents

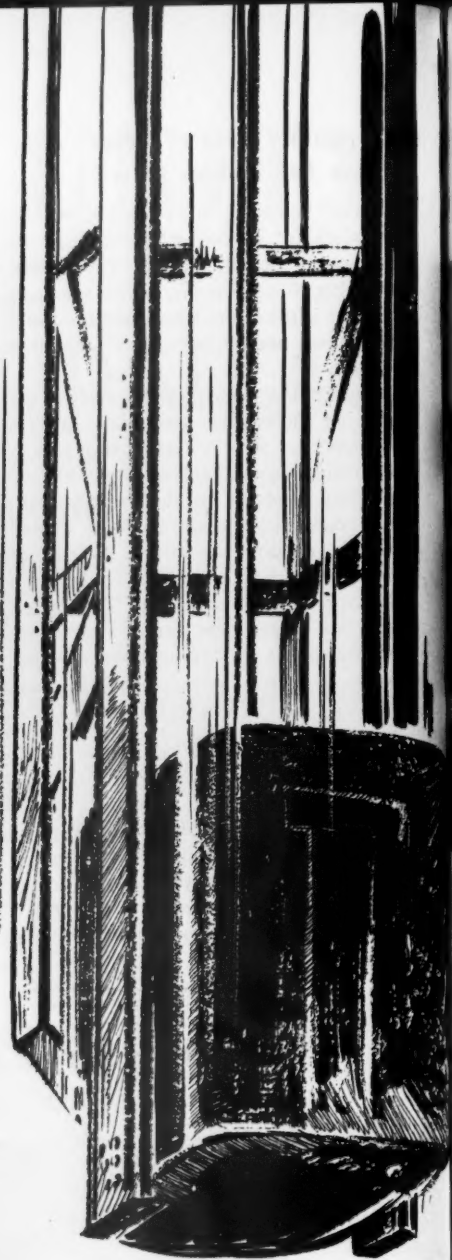
1107 SOUTHLAND BLDG. ANNEX — RIVERSIDE 9234

**RUSH ROUTE to and from  
the MIDWEST and the SOUTH—  
ALABAMA, GEORGIA,  
MISSISSIPPI and the  
SOUTHEAST.**





Municipal Auditorium



Dallas'

M O M E







A. Harris Shopping Center



Oak Lawn Underpass

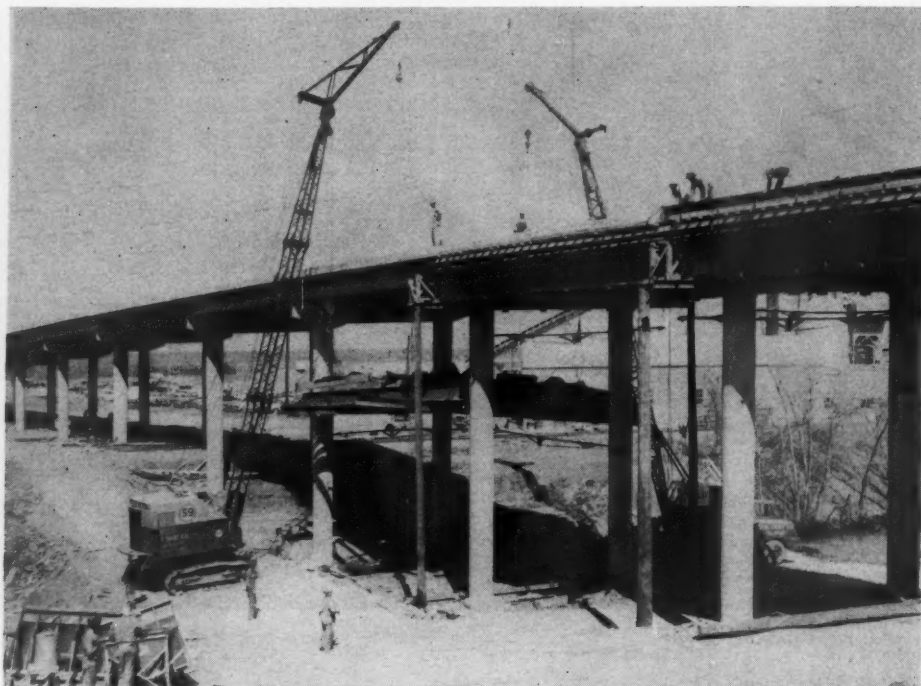
Pounding away on a program of planned progress Metropolitan Dallas is building upward and outward to serve a million people. Its new Memorial Auditorium — its new Statler Hilton foretell Dallas' future as a great convention city. Its glamorous shopping centers surrounded by acres of new homes keynote its suburban development. Its ever rising downtown skyline tells its own story of the central city that

is to be. The pace of public construction — streets — sewers — expressways — public buildings, strains to keep up with population growth. It takes drive to build a city — drive and teamwork and push. It takes planning and vision. It takes

# ENTUM

men who can see beyond neighborhood and personal interests and get the "Big Picture." From the days of the first railroads — Dallas has always realized that its real foundation is basic income — its industrial payrolls — its expanding trade territory. It's real Momentum is founded on "The Dallas Spirit" and dollars to do things. Dallas Momentum will continue as long as its leaders — its businessmen and its people work together intelligently and unselfishly for the future of all Dallas and the entire Southwest.

# CONSTRUCTION IS OUR BUSINESS!



Photograph shows the north approach to the Sylvan Avenue Bridge over the Trinity River. This construction job by F. S. Oldt Company for Dallas County is scheduled for completion in July of this year. The \$355,000 contract job spans over the north and south levees and the low water span over the Trinity River are all connected by concrete paving. Project will relieve traffic now being routed over Hampton Road Bridge and Lamar Street Bridge.

F. S. Oldt Company is a familiar sign on major construction jobs in the Southwest. F. S. Oldt equipment — motor cranes, draglines, backhoes, trenchers, dozers and others — can be recognized serving the construction industry daily in this area.

When you look at big construction . . .

Look for F. S. Oldt

33 Years' Experience



403 South Haskell, Dallas  
Century Building, Fort Worth





### Statler Hilton Facade Made of Local Product

This view of the Dallas Statler Hilton Hotel which is expected to be completed on or about October 1 reveals the extensive use of the insulated porcelain enamel panels which form its facade. The panels, manufactured by Texlite, Inc., Dallas firm, are of lightweight thin wall construction only one and five-sixteenths inches thick, with lifetime porcelain enamel exterior and an asbestos-cement board interior surface with a semi-rigid core of glass fiber material. Almost 65,000 square feet of the panelling has been used for both exteriors and interiors of the new building. The Texlite panels weigh about a tenth as much as conventional masonry walls and transmit only about two-thirds as much heat.

**Exclusive Agents.** Sanders Realty Company, headed by J. P. Sanders, has been appointed agent for 23 lake-front lots developed at St. Michael's Drive and Royal Lane by Hillcrest Development Company. Each lot will have a front on one of four spring-fed lakes, each of which has been stocked with fish. The lots, available in the \$10,500 to \$17,500 price range, are restricted to homes of \$60,000 to \$100,000.

★

**Self-Servicing Drug Store.** Coots Cut Rate Drug Store, formerly Field's Drug and the first completely self-service independent drug store in Dallas, recently opened for business at its new location, 1008-1010 Elm Street. G. V. Coots, operator of the store, has been in the drug business here for 22 years. His former store, operated under the name of Field's Drug, was located at the corner of Elm and Field for 17 years. Completely air-conditioned, the new store occupies 4,900 square feet of floor space.

**Move Headquarters Here.** Security Engineering Division, one of the Dresser Industries, has moved its headquarters to Dallas from Whittier, Calif., with temporary offices in the Atlantic Building pending completion of new executive offices now under construction at 3404 W. Illinois. Concurrent with the transfer of its central offices, Security is expanding its plant facilities both at the California location and in Dallas. The concern manufactures oil drilling tools.

★

**Dallas Avionics Contracts.** Dallas Avionics has been awarded a contract for the maintenance and overhaul of electronics equipment of all Continental Air Lines' Dallas-based airplanes, which make some 16 flights daily in and out of Love Field. Prior to the merger of Pioneer Air Lines with Continental, the local firm had held a contract with the former firm for maintenance and overhaul of its radio and navigation equipment.

## Going to Have a Spring or Summer Party?

*Make Your Reservations Now at Godfrey Ranch*



### SEASON NOW OPEN

Saddle Horses ... Swimming Pool ... Fishing ... Boating ... Spanish Dancing Patio ... Garden Stage ... Catering Facilities.

2 Miles East of Grapevine — Highway 121  
Dorothy Helen Godfrey  
Hostess

Phones: Dallas, EL-3921, DI-8789  
or Grapevine BU-9-2167

Write: Godfrey Ranch, Route 2, Grapevine

ARCHITECTS AND  
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1801 Commerce — Dallas — Phone RA-8083

## CLOUD Employment Service

*"The Right Person for the Right Position"*

Over Twenty-Five Years

Solve *your* personnel problems by calling ...

**PR-4821**

We have Executives, Office, Sales, and Technical help of all kinds.

Your use of our interviewing room is invited.

H. NESTOR DuVALL, Manager

National City Building  
DALLAS 1, TEXAS



No Cost  
to the  
Employer

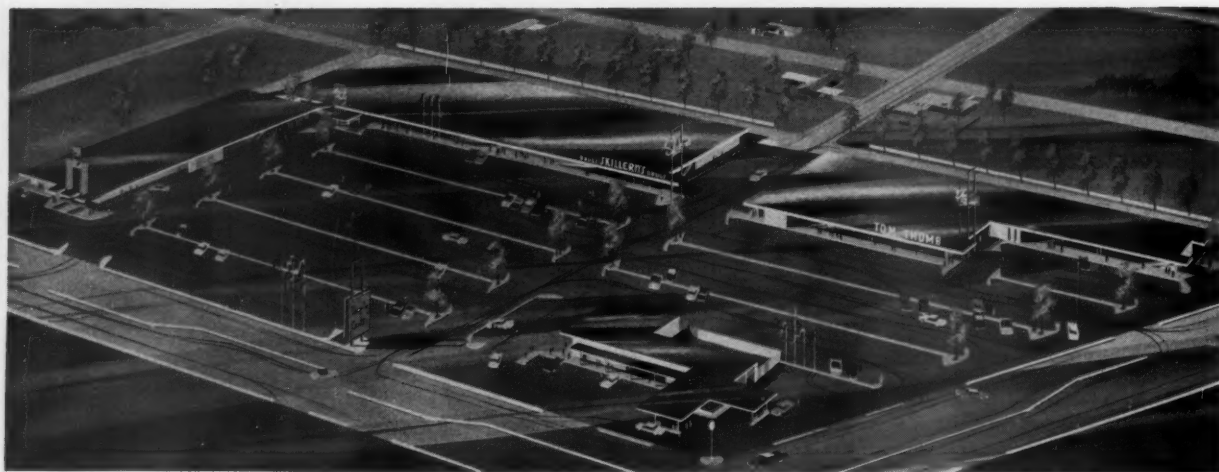




**NOW  
LEASING**

# CASA VIEW VILLAGE

**SHOPPING CENTER**



AT GUS THOMASSON AND FERGUSON ROAD



Substantial Space Already Leased to

**TOM THUMB SUPERMARKET**

**SKILLERN'S DRUG STORE**

**J. C. PENNEY CHAIN DEPARTMENT STORE**

Chain Variety Store, Men's Store and Service Shops

- Located on the connecting artery (Ferguson Rd.) between East White Rock and Garland area and U. S. Hwy. 67 East-West Expressway into downtown Dallas.
- Also on the major cut-off artery (Gus Thomasson Rd.) between the Mesquite-U. S. Hwy. 80 area and North Dallas-Loop 12 area.
- Total land area is 400,000 sq. ft., allowing 98,750 sq. ft. to building construction.
- Total allowable parking area is 301,250 sq. ft., providing space for 676 cars.
- More than 90 per cent of parking spaces evenly distributed within 200 ft. of building fronts.
- Within 10 minutes auto-driving time to the homes of 100,000 people (25,000 families).
- Population growth within 5 minutes auto-driving time, presently increasing at the rate of 8,000 people (2,000 families) per year.

LEASING AGENT  
**H. W. MEADOR CO.**  
2403 BRYAN  
RA-8918

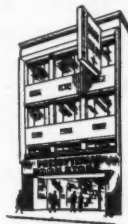
Excellent Locations Available for Cafeteria,  
Ladies' Apparel and Other Stores. Call or  
Write for Free Brochure and Information.

**AVERY MAYS  
DEVELOPER**  
7917 PRESTON PARK DRIVE - DI-4848

**Scholarships Awarded.** Four-year engineering college scholarships have been awarded two Dallas-area youths by Chance Vought Aircraft, Inc., on recommendation of a scholarship selection board composed of educators not associated with the company. Winners of the scholarships are: Robert G. Hanes, Sunset High School senior, of 1517 West Tenth Street, Dallas, and Johnnie W. Holloway, Route 1, Box 405, Arlington. The scholarships are awarded annually in honor of the late Chance Milton Vought, pioneer pilot and aeronautical engineer who founded the company in 1917.

**New Products Cause Growth.** Two new products, Fish Charm and Mister Ice, developed by the Freezit Corporation of America in Dallas, are directly reflected in the firm's increased capitalization from \$25,000 to over \$250,000 since August, 1953. Fish Charm is a novel fishing lure which attracts fish within a radius up to 25 yards through its sight, scent and taste. On the market about four months, it has already sold more than 75,000 cans. Mister Ice, a canned refrigerant developed by Freezit and in production only since 1954, has sold more than six million units. Ledger D. Veazey heads the local corporation.

## Presbyterian Book Store



1814 Main St.  
DALLAS  
Phone RI-5546

### BUSINESS PROPERTY



Southland Life Bldg.—Dallas—Phone RI-9171



ASSETS OVER \$172,000,000  
Insurance in Force Over \$930,000,000  
Paid to Policyowners and Beneficiaries  
Over \$127,000,000

55 BRANCH OFFICES

If you wonder whether you're saving or just "treading water," remember life insurance is an excellent form of saving.

It creates an estate immediately... one that could take years of month-to-month saving. Permanent insurance has cash and loan values for emergencies. In the event of death, a family is protected by the full amount of the insurance. Insurance can provide independence and ease for retirement days.

Yes, insurance is thrift plus, providing money when money is needed most. Discuss *your* insurance program with the Southland Life Representative in your community... soon.

**Southland Life Insurance Company**  
Serving Since 1908

Home Office • Dallas

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION • GROUP

DALLAS • MAY, 1955

Arnold isn't an Arsonist!



He just doesn't have  
"Continuous Vision"

Things like this happen when your natural vision is impaired—when you don't have "continuous vision," the ability to see at all distances. Many bifocal-wearers adopt an unnatural head position in an effort to avoid such incidents. Your doctor may prescribe Continuous Vision Lenses to restore comfortable, normal vision and young seeing habits. So, bring your prescription to us for prompt filling in your choice of frames.

"The Prescription House for the Eye Physician"

**SYLVESTER'S**  
Dispensing Opticians

Phone RA-6968

301 Medical Arts Building Dallas

W. EDMUND GRUSH, associated with Busch & Sons jewelry store at 1707 Main Street for 18 years, has been named first vice president of the firm. Following his own promotion, Mr. Grush announced that A. C. HENRY of Dallas had been appointed the new manager of the company's Dallas unit.

★

H. LESLIE HILL has been appointed chairman of the publicity committee of the National Association of Home Builders. Mr. Hill also serves as chairman of the national committee for the organization's monthly magazine.

J. A. RUPPER, who has represented the Kelley Manufacturing Company in Dallas since 1950, has been appointed industrial sales manager of the firm, which produces stampings and manufactures parts.

★

JAMES T. VALENTINE was recently elected a vice president and director of Physicians Life & Accident Insurance Company of America, a newly-chartered firm with a capital of \$250,000 and a surplus of \$156,000. C. C. Yost is president of the company which maintains offices in the Jefferson Tower Building, Oak Cliff.

## Kaiser Aluminum to Test Promotion Program Here

Pointing up the position of Dallas as one of the fastest-growing and building cities of the nation, Kaiser Aluminum & Chemical Sales, Inc., has chosen the Dallas-Fort Worth area for a test program to determine the effect of an intense promotion and sales effort on shade screening in a limited geographic territory.

According to John E. Menz, general sales manager of the Chicago firm, Dallas was selected after a thorough survey of various localities. The Kaiser sales staff found Dallas ideally suited to the program because it is one of the most aluminum-conscious metropolitan areas in the nation and because of its progressiveness and the tempo of its growth.

Mr. Menz also pointed out that the wide-spread use of air conditioning in Dallas was another important factor in the decision. Shade screening serves as an efficient companion of air-conditioning systems, and Dallas ranks second to no other city in its use of air conditioning in homes and buildings.

For the next six weeks, the unique aluminum screening whose thousands of tiny louvers combine to reduce effects of the sun's heat, will be featured in the Dallas area via DALLAS Magazine, radio, television and newspaper advertisements, in newspaper feature articles and in the windows of scores of hardware and building material dealers.

Data gathered will be evaluated to determine the best method of reaching the consumer on a local scale and will serve for future planning on sectional and national bases. A fifteen-man crew of merchandising and sales specialists is already in the area assisting the staff of Kaiser Aluminum's Dallas district sales office in preparing the program.

★

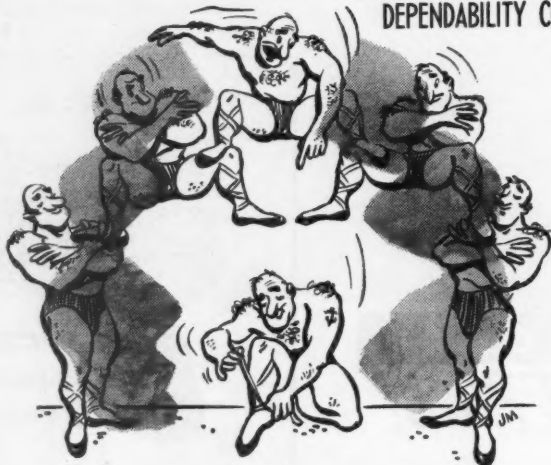
N. E. JACOBS has been promoted to supervisor of the Dallas agency of Phoenix Mutual Life Insurance Company of Hartford, Conn. On completion of a training course in Hartford this month, Mr. Jacobs will return to Dallas to assist in the training and supervision of new salesmen in the agency here.

★

DEAN G. OSTRUM, a graduate of the University of Kansas and the Yale University Law School who has been an attorney for Southwestern Bell Telephone Company since February, 1954, has been named assistant general attorney for the company's Texas area. He has been with the telephone company since 1951.

another MARKLE sparkler

THERE ARE TIMES WHEN  
DEPENDABILITY COUNTS



"MARKLE is the mark of- **DEPENDABILITY** clear across the Southwest"

Let our WAREHOUSE stock it for you.

Erecting any kind of structure or producing any fabricated steel product requires the solid footing of a dependable steel supply. For more than 34 years Markle Steel has dependably supported Southwest industry. YOU can depend on Markle.

PIONEERS IN STEEL WAREHOUSING FOR THE SOUTHWEST

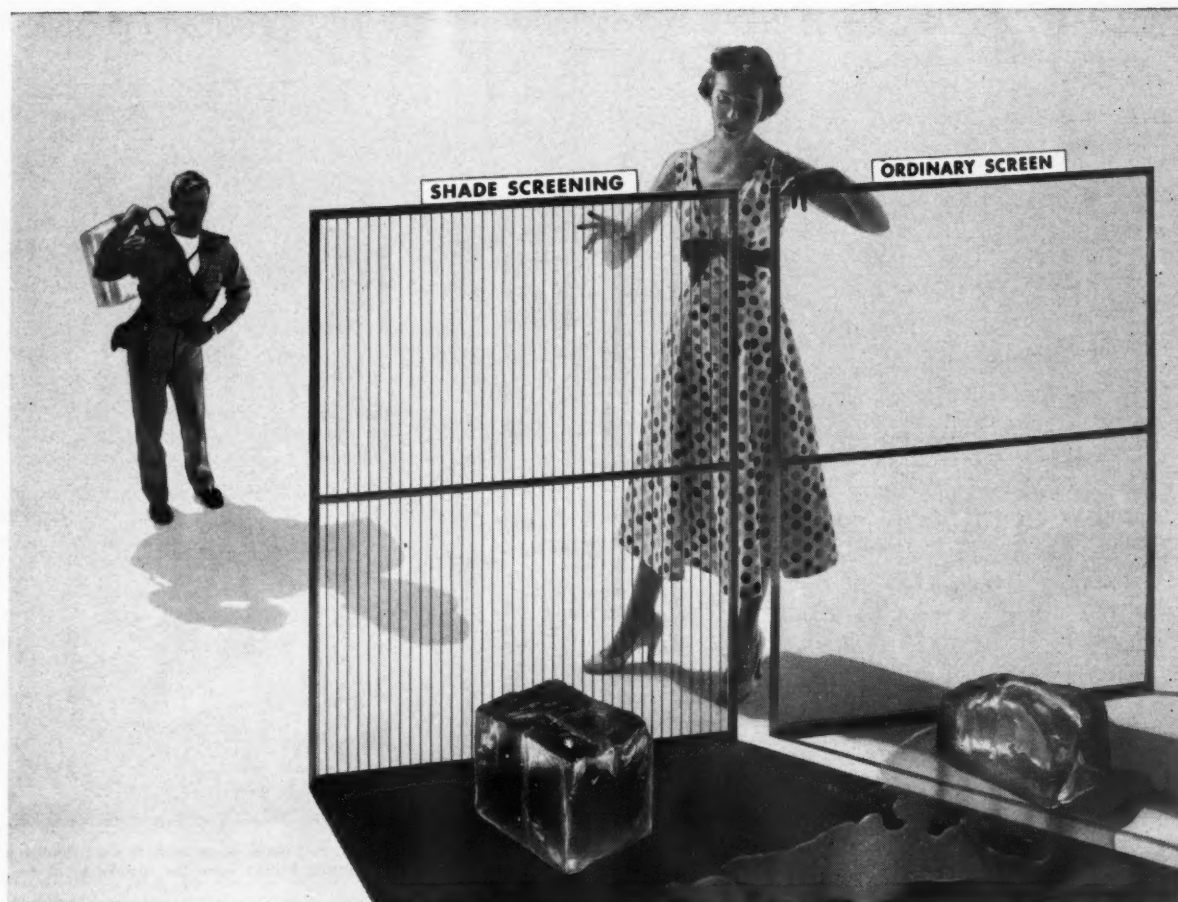
# MARKLE STEEL CO.

3701 DARTMOUTH STREET

Lakeside 1146

DALLAS, TEXAS





## Window screens that keep you 15° cooler!

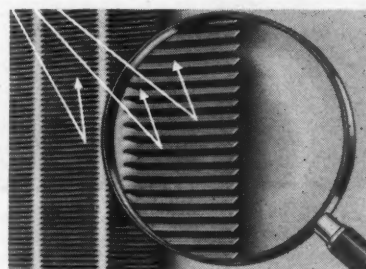
1. Kaiser Aluminum Shade Screening keeps rooms as much as 15° cooler in the hottest summer sun—and at low cost.
2. Reduces sun-fading of draperies and other interior furnishings.
3. Eliminates glare, yet admits plenty of soft light and fresh air.
4. Keeps out insects as effectively as standard wire screen.
5. Gives daytime privacy. You can see out, but outsider's view is blocked.

6. Reduces maintenance because aluminum can't cause ugly streaks and stains on sills or siding.

7. Can be installed in same manner as ordinary screens in any type frame, window or door. You can even buy it in rolls and do it yourself.

8. Lowers air conditioning operating costs by reducing load on equipment.

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**HOW SHADE SCREENING WORKS**—Kaiser Aluminum Shade Screening is built with scientifically designed louvers that are permanently slanted at a downward angle. This stops blistering sun rays before they hit the window glass, thus eliminating a major cause of high room temperatures.

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City \_\_\_\_\_ State \_\_\_\_\_



An exposed section of the unfinished storm sewer, at the east levee of the Trinity, recently provided a unique lunching place for a group of engineering students from Texas A&M College.

Aerial view of the Trinity Industrial District showing the area, in dark shading, that will be added to the Trinity Industrial District upon the completion of the Turtle Creek pressure sewer.

## A BIG PIPE THAT MEANS A GREATER DALLAS

Construction of the huge new Turtle Creek pressure storm sewer is entering its final stages.

This tremendous outlet is destined to take care of rain water coming to the Trinity from the Turtle Creek basin. It is a major link in Dallas' system of flood control.

Among other benefits to our city, it will speed the further development of the Trinity Industrial District, releasing some 700 more acres for conversion into ideally located sites.

Completion of the great drain is still some months away, but under the able direction of the U. S. Army Corps of Engineers the work is moving steadily forward.

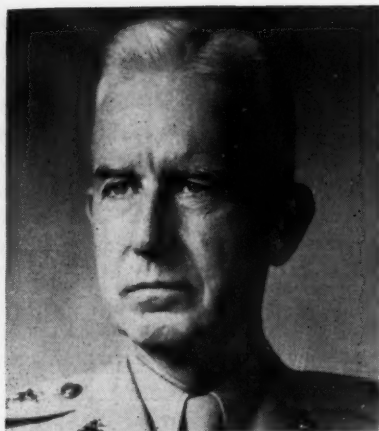
# TRINITY INDUSTRIAL DISTRICT

INDUSTRIAL PROPERTIES CORPORATION

John M. Stemmons, President  
401 Davis Building

L. S. Stemmons, Chairman of the Board  
Riverside 6552

DALLAS



SMITH

## Armed Forces Day Celebrated in Dallas

Dallas celebrated Armed Forces Day Saturday, May 21, with a weekend of activities which included an hour-long parade garnished with waves of jet planes whining overhead, units representing each branch of the service, the ROTC and civilian groups and an air show at the Naval Air Station.


Guest of honor during the observance was Lt. Gen. Oliver P. Smith, commanding general of the Fleet Marine Force in the Atlantic, who opened the festivities at a luncheon held Friday in the Adolphus Hotel sponsored by the Downtown Lions Club. General Smith was feted Friday evening at a reception at the Dallas Naval Air Station and then, on Saturday, was in the caravan of 12 cars bearing high ranking officers and civilians during the parade.

At the Naval Air Station on Sunday an air show was put on by the Navy, Air Force and Air National Guard.

L. A. Stewart was chairman of the parade committee, and Bill Cole was parade marshall. The Dallas Junior Chamber of Commerce was co-sponsor of the air show.

★

A. WARREN LESCH, formerly with Remington Rand as Dallas regional manager of the Business Service Department, and with Booz, Allen & Hamilton, Chicago management consultants, has joined the staff of Texlite, Inc., 3305 Manor Way. Mr. Lesch will serve in a management consultant capacity, devoting his time to setting up internal operating procedures and keeping abreast of new developments in administrative control operations and mechanized record keeping systems.



# Suggs OFFICE SUPPLY CO.

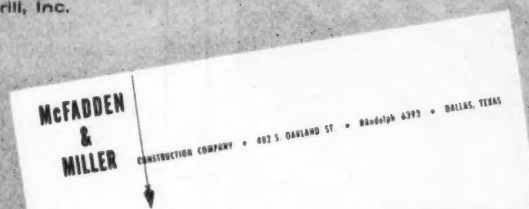
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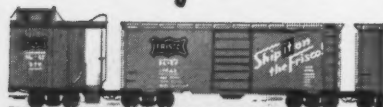


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ARKANSAS TENNESSEE FLORIDA



**Gardeners' Supermarket.** Dallas Nurseries Garden Center, a supermarket of plants and gardening equipment, recently opened its new, ultra-modern facilities at 12501 Preston Road. Included in the Center is a completely air conditioned garden shop building which provides office space for the firm's landscape architects and designers as well as a design and consultation room where customers may discuss their landscaping problems. Owners of the new center are Mrs. J. Grady Brown, Sr., and her son, J. Grady Brown, Jr.

**Port Bureau Opens Office.** The Houston Port Bureau has opened an office here in the Dallas Cotton Exchange Building for the purpose of gaining additional tonnage for the Port of Houston. The bureau is the sales and promotion agency for the port's interests and includes the Harris County Navigation District and private terminals. The bureau maintains offices in Kansas City and New York. The local office was opened in an effort to garner the vast tonnage of North Texas, according to Nicholas Patton, general manager.

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## New Members

(Continued from Page 36)

**tary Corporation, Sales Division**, 2501 Cedar Springs; L. L. Graves and Buford E. Earhart.

**Todd Trucking Company**, 3925 Dawes; C. G. Todd.

**Davy Carroll**, Gulf States Bldg.

**Tecnifax Corporation**, 1314 Pace; Ernest O. Britton.

**Dal-Worth Tank Company**, P. O. Box 818, Grand Prairie; G. G. Brumit, M. W. Brumit and D. E. Brumit.

**Storage Equipment Company**, 140 Leslie; Sam T. Alton.

**Houghton-Mifflin Company**, 715 Browder; Fay Brown.

**Salomon Bros. & Hutzler**, Republic Bank Bldg.; Joseph C. Graff, Edward M. Ackerman and Eileen Petrillo.

## Revaluation

(Members increasing their investment in the Dallas Chamber)

CARRIER-BOCK CORPORATION	MINNEAPOLIS-MONEY-WELL REGULATOR COMPANY
GOODYEAR TIRE AND RUBBER COMPANY	UNITED STATES PIPE AND FOUNDRY
THE PRAETORIANS	

★

**Automatic Assembly Lines.** Temco Aircraft Corporation has put two drag-chain conveyors into operation on its assembly lines here for the first time since 1945 in an effort to simplify and speed up assembly of aft fuselage sections for the F-84F "Thunderstreak" fighter-bomber planes it is building for Republic Aviation Corporation. Since 1945, the volume of orders for military aircraft hasn't been large enough to support extensive use of automatic assembly lines. However, Temco found the volume and type of assemblies it produces are especially suited to conveyor type operations.

★

**Parkland Heart Clinic.** Construction of a complete and unified heart clinic in the new Parkland Memorial Hospital to coordinate and contain the heart study program equipment now scattered over the hospital has been authorized by Commissioners Court. Bids on the job, for which no cost estimate has been made, are returnable May 23. The Commissioners also approved a recommendation that the old Woodlawn Tubercular Hospital and auxiliary buildings on Hines Boulevard be razed. The Commissioners and City Council are now studying a plan to locate a Health and Welfare Building on the site.

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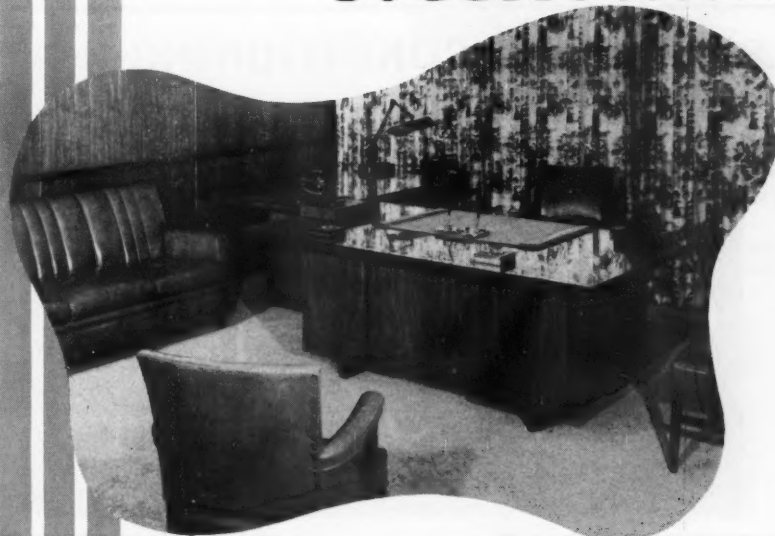


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room — seating up to 25?  
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Akard Sts.**



### Promoted by U.S. Steel

John F. Brown, district industrial engineer in the Dallas home offices for U. S. Steel's Oil Well Supply Division, has been promoted to co-ordinator of the Garland works operations for the division. In his new position, Mr. Brown is responsible for operations at the Garland works, where construction work for expanded facilities is now underway. He first came to the Dallas headquarters in 1950 as cost planning and operations analysis supervisor. In 1952 he was named division industrial engineer.



JAS K. WILSON invites you to meet Dick Brindle of their Men's Clothing Department of the new Highland Park Village Store. Mr. Brindle joins Jas. K. Wilson after a number of years in the men's apparel field and his experience qualifies him to serve you well. He invites his many friends to drop by for a visit.

Advertisement



FREDERICK V. GLEBER has joined the staff of Cloud Employment Service as manager of its administrative, technical and sales departments. Mr. Gleber, who majored in labor management at Tulane University, had previously been employed by a major oil company for nine years.

★

DOUGLAS LORD, a graduate of North Texas State College, has been appointed manager of the Dallas agency of the Guaranty National Life Insurance Company, it has been announced by Marvin L. Bainum, executive vice president of the Houston firm.



#### Heads Children's Group

Richard Weber, assistant district manager of Strachan Shipping Company, has been reelected president of the Dallas Council for Retarded Children, a group dedicated to aiding parents with problems regarding retarded children and advocating state and national legislation to benefit the handicapped. Other officers of the council are: W. D. Luttrell and Mrs. A. D. Grizzelle, vice presidents; Mrs. W. B. Raybourne, secretary; and Frank Taylor, treasurer. New board members are: Earl H. Cross, Mrs. H. W. Harris and S. T. Lake.



#### Joins Realty Firm

George S. Klein has been appointed head of the property management division of the Henry S. Miller Company, Realtors. Mr. Klein, formerly with Corrigan Properties here, had been in property management work in his father's Indianapolis firm before serving for three years with the 82nd Airborne Infantry Division. In his new position, Mr. Klein will supervise all of the firm's property management work.

★

PAUL R. KEEL, a native of Port Arthur and graduate of SMU, has been appointed manager of the downtown office of Southwest Title and Insurance Company. Mr. Keel formerly had been manager of another title firm office in Dallas. He will make his headquarters in the firm's office at 802 Main Street.

★

DALLAS SMITH has been elected vice president of the National Association of Surety Bond Producers following the group's annual meeting in New York. Mr. Smith is a partner in Ellis-Smith, Dallas insurance firm.



#### Heads Civitan Club

J. Robert Natoli, owner and president of Allied Components, manufacturers' representative, was recently elected president of the Dallas Civitan Club. He will be inaugurated in ceremonies in July, and will serve through June, 1956.

★

KENT F. SAGUE, formerly with the Minnesota Mining and Manufacturing Company, has joined the staff of the Hal D. Webb Insurance Agency of the Lincoln National Life Insurance Company here.

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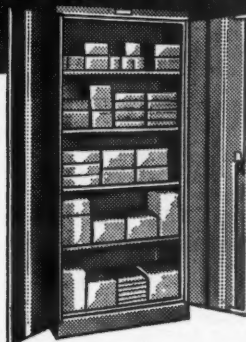
#### STROMBERG-CARLSON COMPANY

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## STEEL Storage Cabinets



End "office cluttering" by installing one or two of these roomy, all-steel cabinets. 4 spacious shelves are easily adjustable to give you room for all office supplies and equipment. Two sizes: 25 1/4" or 18" deep, 36" wide and 78" tall. Durable baked enamel finish. Positive, safe locking mechanism. See our large selection today!

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All members of this Employment Board of Dallas are "unsubsidized" tax-paying Colleagues of yours in American business, vitally interested in your goodwill, and that of the employees we find for you.

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Lacy Bldg.	RI-6114
CLOUD EMPLOYMENT SERVICE	
National City Bldg.	PR-4821
EDWARDS EMPLOYMENT SERVICE	
403 Oil & Gas Bldg.	ST-5235
HARRISON EMPLOYMENT SERVICE	
Oil & Gas Bldg., 318 N. St. Paul	ST-5191
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1201 Davis Bldg., 1309 Main St.	RA-4351
MARTIN—YOUR TOWN-NORTH AGENCY	
7713 Inwood at Lovers Lane	EL-0349
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OAK CLIFF PERSONNEL SERVICE	
324½ West Jefferson	WE-4661
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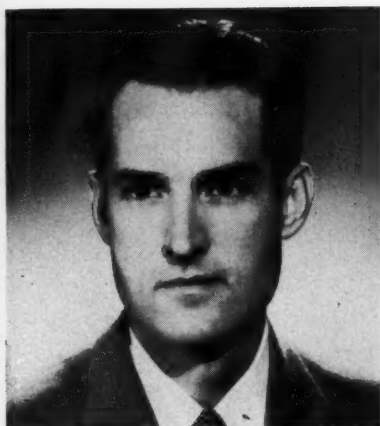
### New Goodwill President

James M. Cumby, Dallas banker and civic leader, has been elected president of Goodwill Industries here. R. R. Gilbert was elected treasurer of the Community Chest agency, while other officers and board members were re-elected. Those re-elected include: Gerald Mann, vice president; Millard J. Heath, secretary; Paul Penland, chairman of the board; and Allen Melton, James F. Chambers, Jr., N. L. Mosby, Dr. Floyd Poe, W. R. Burns, Max Clampitt, James C. Dycus, Dr. A. W. Martin and Henry S. Miller, board members.



### Elected to Board

R. E. Bunn, vice president and agency director for Lone Star Life Insurance Company, has been named to the company's board of directors. Mr. Bunn has been with Lone Star Life since the company's founding in July, 1952. Prior to that and following his graduation from Southern Methodist University in 1947, he had been with the Coca-Cola Company, Southland Life Insurance Company and Republic National Life Insurance Company. Mr. Bunn is a graduate of the Life Insurance Agency Management School of Management.



### Executive Director

Gordon R. Carpenter, long-time executive secretary of the Southwestern Legal Foundation and an official since its inception is 1947, has been promoted to the newly-created post of executive director of the organization. In addition, he will serve as secretary of the group for 1955-'56. Active in Texas, Dallas and American bar associations, Mr. Carpenter is chairman of the Legal Institute Committee of State Bar of Texas. In his new position, he will be in charge of all Foundation matters.

★

A. D. MARTIN, Dallas financier and investor, has been elected to the board of directors of Western States Life Insurance Company of Dallas, an old line legal reserve stock company. Mr. Martin brings to Western States a wide variety of executive experience. He is founder and president of both Central Engineering & Supply Company and of A. D. Martin Properties, a utility holding company. He is also on the board of the First National Bank of Dallas and a member of its executive committee; a director of the Republic Insurance Company, Dallas Title and Guaranty Company, Allied Finance and a number of other firms.

★

W. G. MARSHALL, JR., well-known throughout the Southwest in the securities field, has been elected president of Broker's, Inc., a Dallas concern. RUSSELL T. SPEARS, JR., was chosen as vice president and treasurer of the firm, and CLARK MATTHEWS, secretary. Broker's was recently selected as exclusive brokers for the newly-organized Physicians Life and Accident Insurance Company for America, for which field representatives are now being established throughout the state under the direction of RONNY KAHN.

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experienced and competent  
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Harman Electrical Construction Co. 4311 Belmont	VI-6369	Telkamp Electric Co. 731 Fort Worth	RA-3059
Johnson Electric Co. 5226 Redfield	JU-9271	Werry Electric Co. 4514 Buena Vista	LA-9080
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Libecap Electric Co. 208 So. Haskell	TE-6195	Whitfield Electric Co. 3804 Race	TA-2319
Ling Electric Co. 2219 Pittman	RI-1543		
McClure Electric Co., Inc. 2633 Swiss	VI-8188		
		IRVING	
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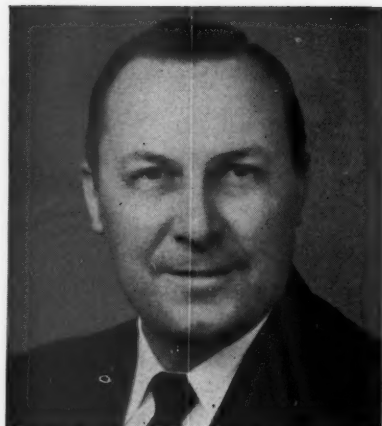
G. K. Weatherred  
President

C. E. Bradley  
Vice-President

R. M. Waskom  
Sec'y-Treas.

# Dallas Transfer AND TERMINAL WAREHOUSE CO.

2ND UNIT SANTA FE BLDG.



### Regional Distributor

Gerald McClure, recently appointed regional distributor in Dallas for Better Packages, Inc. of Shelton, Conn., has established sales and service headquarters for the State of Texas at 5617 Sears Street. Mr. McClure, who had worked with shippers in Kansas City and Chicago before coming to Dallas, has established sales and service headquarters here for servicing the needs of more than 100 dealers throughout the state.



### New Vice President

Charles H. Calhoun, who for the last 26 years has been prominently associated with commercial air transportation, has been named vice president for engineering and maintenance of Continental Air Lines, Dallas. Mr. Calhoun's appointment was necessitated by the expansion of Continental's services due to the recent acquisition of Pioneer Air Lines.

E. COWDEN HENRY, Dallas insurance man, has moved from his former office at 30½ Highland Park Shopping Village to new quarters at 1100 Fidelity Union Life Building.

## American Can to Build New Plant at Arlington

American Can Company will build its second Texas container-making plant in Arlington on a nine-acre tract at Abraham and Watson Roads adjacent to the Texas and Pacific Railroad tracks. Neither the cost of the 116,000-square-foot plant nor the starting date of construction work has been announced.

The new plant will employ about 170 persons in making fruit, vegetable and meat cans as well as key-opening type shortening cans. The company plans to open a new district sales office within the new facility, which will be of steel framework with brick and prefabricated panels. Transportation facilities will include space for 12 railroad freight cars and a loading dock for eight trucks.

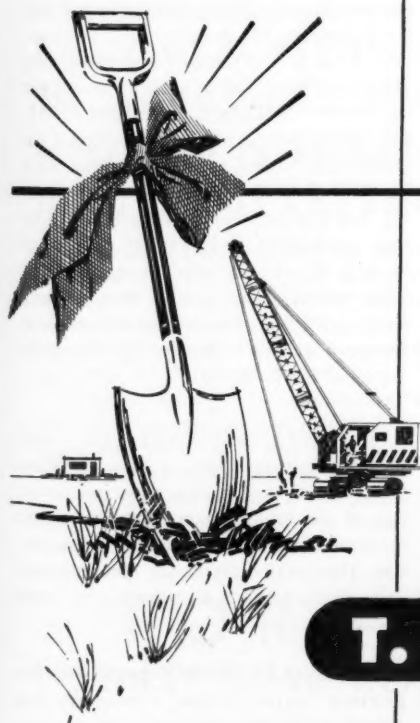
★

ART LEVY, a member of the American Society of Training Directors and graduate of Southern Methodist University, has been appointed training director of the Texas Bank & Trust Company. He had formerly been in personnel work with the university and with a Dallas aircraft concern.



## Temco's New Twin-Engine Executive Aircraft

Temco Aircraft Corporation's new twin-engine executive airplane, an extensive conversion of the single-engine Navion known as the Riley '55, has been issued an aircraft type certificate by the Civil Aeronautics Administration — the first light twin conversion ever licensed as a new type aircraft. CAA tests of the plane's performance and structure were made to meet standards set up for aircraft of completely new design. The new twin is powered by two 170-horsepower engines, has an airline-type control quadrant, 106-gallon fuel system with optional wing tanks, and other advanced features. It cruises at 170 miles an hour, has a maximum range of 1,200 miles and gross weight of 3,600 pounds. Temco's Greenville plant is now turning out production models.



## TOOL OF PROGRESS

As a garden tool it is worth a couple of dollars.

As a symbol of Dallas' progress, its worth is incalculable. For hardly a week passes that it isn't used somewhere in the city at the symbolic ground-breaking for a new building, a new subdivision, or a new shopping center.

The builders of the Southwest have done a remarkable job of keeping pace with the growth in our population. We're proud to be a partner in their work of community development. We have furnished the financing for every type of business and residential construction. And as our city continues to grow, we hope to participate actively in every phase of that growth.

# T. J. BETTES COMPANY

## and Bettes Insurance Agency of Dallas

212 North Field St.

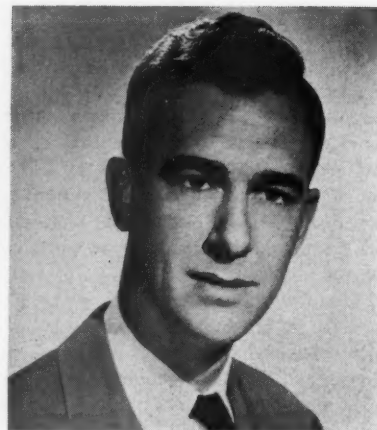


Chair Car-Pullman Streamliner--Texas to Chicago

Whether you ride in the economical Chair Cars with the comfortable Ride-master Seats, or in luxurious Pullman accommodations, you'll thrill to the Texas hospitality of this wonderful train. Famous Fred Harvey food, colorful Club Lounge Car, courteous crew, capable Courier Nurse . . . yours for a safe and enjoyable trip—Texas to Chicago—Santa Fe all the way!



P. H. SWINNEY, Division Passenger Agent  
1800 Main, Phone PROspect 6301, Dallas



#### Heads Advertising Artists

Bill Taylor was elected chairman of the Advertising Artists Association at the group's recent annual meeting. Other officers elected were: Martha Robbins, first vice chairman; Homer Hungerford, second vice chairman; Bernice Shuey, secretary; Jimmy Robinson, treasurer; and Margo Pisillo, new member of the board of directors. Other board members are Paul Lay and Gerald Page.

★

H. P. BONCHER and W. D. MILLER have been appointed to the newly created posts of operating vice presidents of Dresser Industries. Mr. Boncher has been general manager of Dresser Manufacturing Division since 1942 and a vice president of Dresser Industries, Inc., since 1951. Mr. Miller, whose previous experience includes ten years as an executive with Creole Petroleum Corporation in Venezuela, has had extensive experience in drilling, production and pipeline operations as well as a background in engineering, sales research and district management. Both men will make their headquarters at Dresser's general offices in the Republic National Bank Building.

★

W. NEILL STEWART, JR., vice president and secretary of Stewart Office Supply Company, has been elected governor of the ninth region of the National Stationers and Office Equipment Association. His election marks the 30th anniversary of his father's election to the same position.

★

RONALD PEARCE, formerly with the Priesack Import-Export Company, has joined H. B. Meyer & Son as product research and sales manager. A native of England, Mr. Pearce came to Dallas in 1949 as commercial officer in the British Consulate.



**CAB Decision.** A recent decision by the Civil Aeronautics Board on the so-called New York-Balboa Case has resulted in expanded Latin American operations for Braniff International Airways, Dallas, by adding a new route segment between Miami and Balboa, in the Panama Canal Zone, with Havana, Cuba, serving as an intermediate point. The decision provides for interchange operations between Braniff and Eastern Airlines at Miami to provide through service between the local company's Latin American system and New York. Eastern operates through aircraft between New York and Miami; Braniff is to operate from Miami southward.



#### Heart Group Chairman

Earl F. Hayes has been named chairman of the board of the Dallas Heart Association after leading the association's January drive that collected more money per capita than any other city in the country. Other new officers for the group are: Dr. M. M. Scurry, president; Dr. Samuel A. Shelburne, vice president; R. G. McCord, secretary; R. R. Gilbert, treasurer, and Dr. Alfred Harris, medical division chairman.

**Dobson Expands.** Dobson Vending Company of Dallas and Fort Worth recently purchased the Dallas and Fort Worth facilities of Automatic Canteen Company of America, and will operate as distributors for that company. Established by Joseph and James Dobson, the local firm will be formed into a single company combined with the Automatic Canteen branch here, to be known as Canteen Service of Dallas. A separate firm will be established in Fort Worth, with local management.

**Geotechnical Promotes Three.** Geotechnical Corporation recently announced the promotions of three staff members to high managerial positions: Frank Kennedy to vice president in charge of manufacturing; B. Reid Yeager to treasurer, and Jack Hamilton to chief engineer and manager of research. Mr. Kennedy, who joined the firm in 1936, had been chief engineer for the last 13 years; Mr. Yeager had been assistant treasurer since 1947 and is a member of the board of directors; and Mr. Hamilton, who has been with the company four years, previously was research engineer with a Troy, N. Y., concern.

**New Life Insurance Firm.** Physicians Life and Accident Insurance Company, a new firm for which the stockholders recently approved a charter, will maintain home offices in the Jefferson Tower Building here. Chartered under the insurance laws of Texas for \$406,000,000, the new company's program includes a special charter policy. Former Gov. Coke Stevenson is chairman of the board, with C. C. Yost serving as president. Brokers, Inc., of Dallas is to handle the securities of the new company.

## Special OPPORTUNITIES for the BUSINESSMAN interested in becoming MORE SUCCESSFUL

The opportunities listed here are for those successful men who want their surplus funds working for them in businesses already established; businesses with records of profitable operation. Personnel managing some of these companies will remain if desired.

However, many of these businesses need both new management and capital. A superb opportunity for those of you ready to become the head of your own business.

WRITE OR CALL TODAY. A Ford Realty representative will call only at your request. NO OBLIGATION.

## FORD REALTY COMPANY

"TEXAS LARGEST BUSINESS BROKER"

Riverside 1623

525 Interurban Bldg.

Dallas

**AUTO DEALERSHIP**—S. Texas. Sells OLDS, PONTIAC, GMC and JEEPS. Average yearly net profit last 4 years: \$39,000. Estab. 1933. Comp. equip. for sales and service. Beautiful air cond. 3-bath, 3-bedroom home avail. (1313)

**CENTRAL TEXAS UTILITY** with 3,500 active accounts. Company shows approx. 600 new accounts each year for past 3 years. Net profit in '54 over \$56,000. Terms avail. (954)

**BUTANE CO.** in W. Texas. Net profit last year approx. \$53,000. Sells butane and propane for tractors, irrigation wells, home use. Handles appl. service also. Fully equip. (1396)

**BUTANE-GROC-SER. STA. & TRANSPORT CO.** in W. Texas. Serves 30 mile radius. Handles whole. and retail accounts. Fully equip. Selling because of death in family. Approx. \$40,000 net profit. (1446)

**TRUCK PARTS SUPPLY** in S. Texas town of 14,000. Heart of extensive farm area. Carries complete line not usually found in business of this kind. Does both whole. and retail. Land and bldgs. incl. Estab. 1945. (1259)

**TRUCK AND IMPLEMENT DEALERSHIP**—W. Texas. Under present ownership since 1941. Selling because of other interests. Bldgs. and land incl. Present owner will remain in area to assist. (1384)

**FARM MACH. and EQUIP**—Panhandle. Estab. 1940. Heart of irrigated farm area. Other interests and loss of partner force sale at sacrifice price. Wonderful oppor. for man with sufficient oper. capital. Write for details. (1386)

**CONCRETE PIPE MFG.**—W. Texas. Net over \$33,000 last year. Bldgs., equip., 4.7 acres incl. in sale. Stock on hand on consignment (to be paid for when sold). (1289)

**CONCRETE PROD.**—W. Texas. Nets nearly \$2,000 monthly. Franchise incl. bldg. materials. Practically runs itself. Terrific potential for good salesman. (1294)

**GRAVEL PRODUCTS**—W. Texas. Quarry well located and easily accessible. A 15 year or more continuous supply. Year 'round profit. Net \$27,400 in '54. (1310)

**BLDG. MATERIALS**—N. Cen. Texas. Selling paints, roofing, appliances, bldg. materials. Present owners going into construction work. Offer to work with new owner. 9 month net approx. \$15,000. (1278)

**WHOLE PLUMBING**—S. Cen. Texas. Farm and other business interests forces sale. Net \$30,000 last year. Contracts for housing projects. Furnishes materials and labor. Room avail. for expan. (1323)

**NUT SHELLING MACHINE MFG.**—S. Texas. Plant on RR spur, near motor freight terminal. Holds original patents and others applied for. 9 months net over \$14,900. INCOME TAX CREDIT OF OVER \$50,000 CAN BE ASSIGNED BUYER. (1309)

**44-unit ultra modern, air cond. HOTEL and COTTAGES.** In Florida on Gulf of Mexico shore line. NETS AT LEAST \$30,000. Extensive real estate incl. Superb investment. (923)

**COURTS and HOUSES** in S. Texas. Near perm. air bases. Sale incl. 21 houses, 10 acts. and 15 units in court. All furnished. Many air cond. Aver. monthly income \$3,500. Aver. net past 3 years approx. \$24,000. Less than 1/3 down. Selling to devote time to other interests. (1302)

**MOTEL**—N. Cen. Texas city of 500,000. Estab. 1946, 8 mi. from center of city. Selling to move to higher climate. Just \$25,000 down. (922)

**GUEST HOME**—S.W. Alabama. Choice property in heart of fast growing city. All bldgs. in A-1 cond. Main house with 6 rooms and 3 room apt. 5 cottages (1385)

**11-unit MOTEL** in S. Cen. Texas. All nicely furnished, 9 are fully carpeted, 5 air cond.; 6 with air coolers. 3-room air cond. owner's quarters also. Ample room for large swimming pool. Owners retiring. (1297)

**REXALL DRUG STORE**—Ultra modern. Well estab. Superb loc. NETS \$12,000. Loc. in W. Texas. Selling because of health. (1375)

**BEER DISTRIBUTOR**—S.E. Texas. Estab. 1935. Pabst and Regal brands. 5 county area with approx. 800 retail outlets. Gen. Mgr. will remain if desired. Owner selling to devote time to nearby oil interests. (1300)

**DINNER CLUB** in S. Cen. Texas college town. Net approx. \$16,000 in '54. Fully equip. 20 tables inside; 26 tables on patio. Bldg. and all equip. incl. 20 acres with 1/2 mile highway frontage. (1337)

**GROC.-MKT.-APPL.**—N.W. Tex. BIG LEAGUE general store. Modern, complete in every respect. Basement, main floor, balcony loaded with fast moving goods. 11 month net shows \$17,260 profit. (1274)

**GROC.-MEAT and GEN'L MERCH.**—S. Texas. Near 2 air fields. In booming section of big city. Last year sales topped '53 by \$75,000. NETS \$20,000. Only 50% down. Excel. terms. (1333)

# Spring Tonic



## BY THE TON

Last year, Southern Pacific carried more than 1,649,000 tons of Sulphur, and more than 398,000 tons of syrup and molasses, into, out of, or around in the Golden Empire (see map).

And we didn't mix any of it together.

But if *you* have a transportation problem that seems to need a tonic, call on us. We have more miles of line, serving more Western and Southwestern communities, than any other railroad. And we do a good job of handling freight for our customers.

# Southern Pacific

THE WEST'S LARGEST TRANSPORTATION SYSTEM



### Hasbrouck Promoted

Theodore L. Hasbrouck, Jr., an account executive specializing in petroleum equipment and industrial advertising, has been promoted to vice president of Don L. Baxter, Inc., advertising agency. Mr. Hasbrouck, with Baxter for over two years, had previously been associated with other Dallas advertising firms for six years.

★

W. P. WHALEY, general agent in Dallas for Texas Prudential Insurance Company, was recently elected president of the Dallas Association of Life Underwriters. Mr. Whaley, who has been in the life insurance business since 1933, joined Texas Prudential in 1953. Other officers of the Association are: WOODIE WOOD of Southland Life, first vice president; LONNIE SUTHERLAND of Northwestern Security Life, second vice president; TED TEEL of American Hospital and Life, secretary; and NORMAN VANDERWOUDE of Equitable Life Assurance, treasurer. New directors are: BEV FICKE of Mutual Life of New York, CECIL JONES of Great American Reserve, and JOHN M. SEAY of Southwestern Life.

★

MISS A. D. MOORE was elected secretary-treasurer and RAYMOND L. BACUS, P. T. HIGH and THOMAS OSBORNE, JR., were elected assistant vice presidents of the Union Bankers Insurance Company recently. Miss Moore was formerly treasurer and assistant secretary. Mr. Bacus, formerly assistant agency director, will be in charge of public relations and agency support. Mr. High, also a former assistant agency director, will be in charge of field operations. Mr. Osborne will head the claims, underwriting, premium accounting and policy issuance sections of the company's home office.

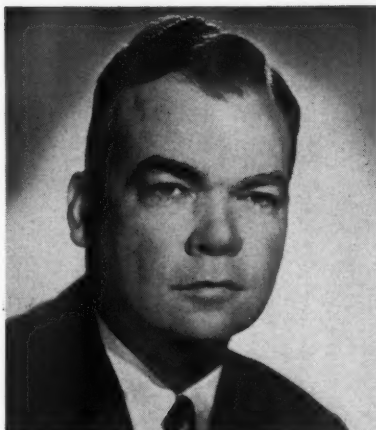
**VA Hospital Completion.** The 500-bed, nine-story addition to Dallas' Veterans Hospital at Lisbon, built at a cost of \$8,500,000, is expected to be ready for occupancy about July. After occupancy of the new plant, which was begun some three years ago, the original portion of the hospital will probably be re-conditioned. The new addition provides for a chapel, theater and large library as well as lounges on each floor. General contractor for the addition was J. W. Bateson Company, Inc., of Dallas. Dr. Walter H. Buckholtz is manager of the hospital.

★

**Frito Stock Issue.** The Frito Company of Dallas has applied to the Securities and Exchange Commission for authority to sell 127,500 shares of no-par common stock. Net proceeds of the stock sale, if approved, will go into Frito's general funds to improve working capital and to be available for general corporation purposes.

★

**Buys Farris Nursery.** The Buck Farris Nursery, 5238 Mockingbird Lane, has been purchased by Leroy G. Graham, who plans to devote himself exclusively to the wholesale and distribution phases of the nursery business.



#### New Regional Chairman

Bernard Brister, public relations counselor, has been designated regional chairman of the International Design Conference which will hold its fifth annual session in Aspen, Colo., June 13-18. The conference is an organization of business and professional men, educators, artists and designers.

★

**Largest Cessna Dealer.** Dal-Tex Aviation Company of Dallas, of which H. O. Wright is president, has been designated "World's Largest Cessna Dealer in 1954-55."

**Schools Dedicated.** Two new elementary schools in Dallas were recently dedicated. One, named for the late Dan D. Rogers, one-time chairman of the board of the National City Bank, civic leader and philanthropist, is located at Lovers Lane and Abrams Road. The second school, named for Clara B. Oliver, a Dallas business and churchwoman who was killed in an automobile accident in 1952, is located at 4010 Idaho.

★

**Tycher Opens Office.** Martin Tycher, real estate, has opened offices at 6033 Berkshire Lane in Preston Center to serve Town North and Preston Hollow areas. The new company will represent builders of custom houses as well as handle sales of private residences and serving as exclusive leasing agent for various luxury apartments planned for the Preston Hollow development.

★

**Oak Cliff Street Paving.** Authorization to pave two Oak Cliff residential streets has been given by City Council after a majority of adjoining property holders had given approval of the projects. The streets marked for improvement are: Mont Clair, from Stafford to Seale; and Galloway, from Harlandale to Fleming.

SERVING THE CONSTRUCTION INDUSTRY OF THE SOUTHWEST

# GIFFORD-HILL COMPANIES



#### TEXAS PLANTS:

DALLAS — FORT WORTH — WACO  
TEXARKANA — HEARNE — LUBBOCK  
AMARILLO — PLAINVIEW — LONGVIEW

#### LOUISIANA PLANTS:

ALEXANDRIA — KINDER — MINDEN  
SHREVEPORT

SAND AND GRAVEL • CONCRETE PIPE • CONTRACTORS' SUPPLIES

TRANSIT-MIX CONCRETE

ASPHALT CONCRETE



**Tenth Water Customer.** Authorization of the sale of water to Garland at a price of 17 cents per thousand gallons has been made by Dallas City Council. The authorization, which makes Garland the tenth county community to draw on Dallas' water supply, specified the approval for "one year or until water becomes available from the North Texas Municipal Water District." Other cities which have contracted for a share of the Dallas supply are: Richardson, Mesquite, Irving, Grand Prairie, Farmers Branch, Carrollton, Arcadia Park, Cockrell Hill and Fruitdale.

★

**New Office Opened.** Capital National Life Insurance Company has opened a new regional office in Dallas at 519 Davis Building, adjacent to the firm's local agency. The new office will supervise company activities from Waco northward to Canada. W. Joe Carter is regional director, and H. H. Scott manages the agency.

★

**New Dallas Warehouse.** Bell & Howell Company, manufacturers of all types of motion picture equipment, recently opened a new Dallas district warehouse at 8804 Sovereign Row, in the Brook Hollow industrial district. R. H. Pratt is district manager for the firm.



#### Heads Medical Group

Dr. Milford O. Rouse of Dallas was recently chosen president-elect of the Texas Medical Association at the organization's annual meeting in Fort Worth. Dr. Rouse will assume office in April, 1956.

★

**Biggest Jaycee Group.** The Dallas Junior Chamber of Commerce, with membership totaling 1,213 as a result of its recent membership drive, is the largest Jaycee organization in the United States. Ed Whitlow was chairman of the successful membership campaign.

**New Planes for Continental.** Directors of Continental Air Lines have authorized the purchase of five 68-passenger Douglas DC-6B and three 44-passenger Convair 340 airplanes, with delivery scheduled for 1957. Total expenditure for the planes will be \$10,232,277.

★

**Raybestos Moves.** The Southwestern district warehouse and headquarters for Raybestos Division of Raybestos-Manhattan, Inc., has moved from 2909 Canton Street to new and larger quarters at 2802-04 Taylor. John T. Ginocchio is Southwestern district manager for the concern.

★

**New Goodyear Store.** The new Goodyear Service Store at 2275 Gus Thomasson Road in Casa View — the fifth such store in the Dallas area — is to be opened Thursday, April 28, with Charlie Potts as manager. The store will display a complete line of Goodyear truck and passenger tires, Westinghouse, General Electric and Admiral appliances, and Goodyear luggage. Mr. Potts previously had been manager of the company store in Irving. Claton Gregory will be the store's budget manager; Bill Morgan, office manager; and Allen Shipmanfi, service manager.



## What's on the Other Side?

In this case it's the Liberty Bell... but behind the title of property you are considering for a loan may lie a defect. A Dallas Title Mortgage Policy will protect you.

Let Dallas Title do the worrying about "what's on the other side." No holder of a Dallas Title and Guaranty Company policy has ever suffered a loss from title defect.

Dallas Title and Guaranty Company has 85 agents in the State of Texas to serve you.

See our agent or write us direct for additional information.

# Dallas Title and Guaranty Company

OLDEST TITLE INSURANCE COMPANY IN TEXAS



### Chosen Vice President

Thomas R. Masters, Jr., has been elected vice president of Southwest Printing Company, a position he assumes in addition to his duties as plant superintendent in charge of customer relations. Prior to his promotion to vice president, he had been secretary of the company. Mr. Masters has been associated with Southwest Printing for 30 years. A former president of the Dallas Club of Printing House Craftsmen, he has also been secretary of the Dallas Litho Club and is a member of the technical advisory committee of the Southwest School of Printing. Jimmy Van Huss, who joined Southwest Printing in 1952 as a salesman, succeeds Mr. Masters as secretary of the company. He is member of the Dallas Junior of Commerce and is secretary-treasurer of the Dallas Printing Salesman's Association.

★

E. O. VETTER, former assistant vice president in charge of the administrative division of Geophysical Service, Inc., has been promoted to vice president, administration. Mr. Vetter, a graduate of the Massachusetts Institute of Technology, joined the Dallas firm as comptroller in 1952. He is a member of the Society for the Advancement of Management, the American Petroleum Institute and the Dallas chapter of the Society of Exploration Geophysicists.

★

ROBERT MIDDLETON has been appointed consumer products manager for the Kelley Manufacturing Company with offices at 2054 Irving Boulevard. Mr. Middleton, formerly manager of the houseware department of the F. W. Heitmann Company, will be responsible for the development and promotion of consumer items now being made by Kelley, and for the development of new products.



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without obligation.



**Matthews**  
**Engineering**  
**Company**  
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Riverside 5166



#### Office Management Head

T. L. Redden, supervisor of the accounting department of Atlantic Refining Company, has been elected president of the Dallas chapter of National Office Management Association for the year beginning June 1. Other officers of the group are: H. S. Bohannon, first vice president; Tom Costello, second vice president; Lewis Allen, recording secretary; Claude Karr, corresponding secretary; Hilton Campbell, treasurer; and John Stuart, Glen Giles, William Candler, and William Speck, directors.

★



Delta Steel's home, above, is typical pre-fabricated steel building, attractive in appearance offering economy for building and expansion.



Turn to Delta for Your New Steel, Metallic Building

**Delta Steel Buildings Co.**

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**WHEN WE PAVE**  
**YOU SAVE**  
**Our Paving Means Savings for YOU!**

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RESIDENTIAL  
STREETS  
PARKING LOTS  
DRIVE-INS

The Texas Bitulithic Company has the paving "know how" to do the best possible paving job for you. Over \$1,000,000 in modern machinery, 47 years' experience in the Southwest, and over 500 employees. Call Texas Bitulithic today for an estimate without charge.

**CONCRETE & ASPHALT**

**TEXAS**  
**BITULITHIC COMPANY**

2121 Irving Boulevard

Phone Riverside 3531

WARREN CUNNINGHAM, a native of Dallas who entered the insurance field in 1946 and has subsequently gained wide experience in all lines of casualty underwriting, has been appointed special agent for the Southwest General Insurance Company, with headquarters in the Gibraltar Life Building, Dallas. Mr. Cunningham, who has been operating out of Houston since 1952, attended Southern Methodist University.

★

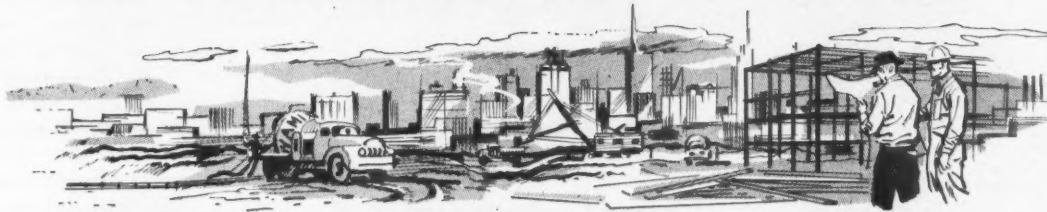
EDWARD YERGER has been promoted to manager of the Agency Department in Dallas for the Southwest General Insurance Company. Mr. Yerger, who will assume his new duties about June 1, joined the firm in September, 1953, and since then has been branch manager in the San Antonio office.

★

H. D. TURMAN has been appointed chairman of the promotional committee of the Dallas Retail Merchants Association. Other members of the committee are: S. T. CHANDLER, EUGENE SANGER, R. M. SPEER and JOHN T. WITHERS III.



# NEW CONSTRUCTION IN DALLAS IS BREAKING ALL RECORDS



## TEMPORARY BUILDING MATERIAL SHORTAGES RECEIVE TOP ATTENTION!

### 1,100 new households per month!

You who live in Dallas County don't have to be told that Dallas has grown—fabulously. You have seen it double in population and more than double in number of households in 15 years.

All good Dallasites knew it would continue to grow. But most expected the rate of growth to slow down. To the contrary, the rate has stepped up.

In the first three months of this year over 3,300 family units were built just within the city limits of Dallas and the Park Cities. That is *more than double* the same period last year!

### Another new record this year

Commercial and public building is equally startling. Skyscraping office buildings and hotels, scores of schools and churches, new factories and warehouses, expressways and underpasses...all of this construction is in addition to the home building.

You've seen this activity, but perhaps you didn't realize how much it all amounted to. Last year was an all-time high for construction in Dallas County.

*But last year's record is already fading. First quarter starts indicate that this year may beat last by an unbelievable 20% increase!*

### The result of this quick growth

Across the nation, delivery is running behind demand on many items, such as gypsum board, glass, certain types of steel, and cement. Here in Dallas where building activity is running well ahead of the nation, it is natural that some materials are in short supply—principally cement.

### The cement shortage

This shortage is temporarily critical. It will gradually improve through the summer, but the supply is

expected to be "tight" for the rest of the year.

Our building boom has simply created a demand that exceeds the supply. Building will go forward, but there will be delays in delivery.

### What has been done

People are asking, "What have the cement companies done to meet this condition?" The answer is, "Plenty!"

Two Dallas-based companies, operating several plants, furnish practically all of the cement used in North Texas. These companies, Lone Star Cement and Trinity Portland Cement, have demonstrated their confidence in the area by investing heavily in new plants and equipment.

At the end of the war these companies had a combined capacity of about 15-million sacks of cement a year. Through the postwar years, both companies have continuously increased capacities. When another new kiln, which is now being installed by Trinity, is put into operation this July, the combined capacity will be about 44-million sacks per year.

*Capacity of the Dallas-based cement companies has tripled since the war!*

Indicative of how local expansion has exceeded the national average is a recent *Business Week* article which places the industry-wide expansion for 1953-54 at only 4%!

The present shortage is not due to insufficient capacity, as some people have assumed, but to a completely unpredictable spurt in Dallas building.

### WAMIX's part

The shortage in cement naturally results in a shortage of the ready-mixed concrete that we can supply our customers. We are trying to allocate our limited supply as fairly as possible.

We sincerely appreciate the patience and cooperation that people in the building industry have shown us during this critical period.



**READY MIXED CONCRETE**

Dallas • Garland • Irving-Grand Prairie



**THE TWO-STORY BRICK BUILDING** at 417-19 Ervay Street at Federal is to be the new home of the Dallas Real Estate Board, which recently purchased the structure. The Board will occupy 1,850 square feet of the ground floor space for its headquarters and for its Multiple Listing Service. The remainder of the ground floor will be occupied by the John M. Hefner Insurance Agency. The second floor of the building is currently occupied by United American Insurance Company, which will move this summer into a portion of the Insurance Center Building now being built in the 1900 block of North Akard.

## Real Estate Board Buys Headquarters Building

With the purchase of the two-story Hefner Building at the corner of Ervay and Federal for use as its headquarters, the Dallas Real Estate Board becomes one of the few boards in the country to own its own offices. The board, largest in Texas, will take occupancy late in June.

Bonds have been issued to provide the needed \$175,000 purchase funds for the 7,000 square-foot building. More than \$50,000 of the issue has already been subscribed, and this amount will be used for a down payment, with the surplus to be used for property improvement.

The property was bought from Mr. and Mrs. C. A. Geickert and Mr. and Mrs. A. K. Fort. Purchase negotiations were handled by J. Curtis Sanford, a director of the real estate board. Stephen L. Mayo was attorney for the transaction.

The board has a membership of 889 individuals and firms, of which 421 are active realtors, 118 are affiliate memberships, and 350 are associates.

★

**Foundation Started.** Pilings for the foundation of Dallas' \$6,000,000 Memorial Auditorium have already been set in place near Akard and Royal streets for the start of actual construction of the long-awaited and long-planned auditorium. Conventions are already being booked for the 10,000-seat auditorium, in anticipation of a Dec. 31, 1956, completion date.

★

**Plan Two New Units.** Two new 7-Eleven stores, for which lease arrangements have already been completed, are to be built in Dallas shopping centers with completion expected by July 1. One store will be in the new Ridgewood shopping center on Walnut Hill Lane near Brookbank, while the second will be erected at Buckner Blvd. and Northcliff Drive in Lake Highlands shopping center. Contractor Walter Dorsterchill will build the Lake Highlands store, and the Ridgewood store is to be a unit of the 17-acre center planned by Jack Lively.

★

**Extension of New Lights.** Extension of the new fluorescent lighting modernization program has been authorized by the City Council to run from Lamar west to Houston. J. W. Monk, utilities supervisor, declared that the new-type lights could be installed on Elm, Main and Commerce for a stretch of four blocks to Houston on savings realized from the previously-approved modernization program.

## Do you sell



**SPACE . . . Newspaper, Magazine, Billboard**  
**TIME . . . Radio, Television**  
**SERVICES . . . Engraving, Art, Advertising, Lithography, Paper, Transportation, TV Films, etc.**

to

- Advertising Agencies
- Advertising Managers
- Sales Managers

*You can reach them economically with advertising placed regularly in*

## SOUTHWESTERN ADVERTISING & MARKETING

*"The Sales Magazine of the Growing Southwest"*  
*Published Monthly*



SOUTHLAND LIFE BUILDING . . . RA-7001

DALLAS

## Teachers for Texas

(Continued from Page 23)

Another part of the League plan of working with students is helping those who need financial assistance in going to college and want to learn the teaching profession. Although the League itself gives no scholastic assistance, they are able to put students in touch with foundations and other groups with scholarships available.

Still another phase of the recruitment program is encouraging trained teachers who have strayed into other fields to come back into teaching.

The results of the 1955 visits to the high schools have not been determined as yet, because they have just been finished. This year, two League members took to the graduating seniors a film written and produced by the Junior League explaining the merits of teaching. In color, the film graphically describes the assets of being a teacher, pointing out the vacation advantages, security and retirement plans, hours of work, and the intense satisfaction of knowing that one's work is important.

In recruiting students and in reaching the general public with the importance of the recruitment program and the need for better community relationship with its teachers, the League has had the help of an advisory committee made up of Dallas civic leaders, with Max Clampitt serving as chairman. Other members include Jerome Crossman, Robert Cullum, Fred Florence, Felix McKnight, B. F. McClain, Ed Maher, Dr. Claude Albritton, W. W. Overton, Dr. Edwin Rippy, Stanley Marcus, Arch McCulloch, Grady Spruce, Mason Walsh, Hobart Mossman, Dr. W. T. White, Dr. Ewell Walker, Keith Baker and Angus Wynne, Jr.

Dallas Junior Leaguers took the Dallas Plan to their national convention recently, hoping that Junior League groups over the country would adapt it to their own communities. Two Texas groups have already adopted it—Houston and Waco—and others are interested.

Mrs. James M. Collins is chairman of the Teachers for Texas Committee of the Junior League, with Mrs. Daws Echols as assistant chairman. Last year's chairman, who started the plan, was Mrs. William B. Newsome.

The film was produced by a committee headed by Mrs. Robert Gilbert. Mrs. James Heldt, Mrs. Robert Zech and Mrs. Thomas Rhodes wrote the script. Mrs. Carr Collins, Jr., did the photography and direction.

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To give satisfactory service... All-Wethr Windows are preservative treated to make them last as long as the house itself.

### Thousands of Homes Under Construction Have This Sign on the Windows

It certifies that IDEAL All-Wethr Windows meet or exceed the exacting requirements of U.S. Commercial Standard 190-53.

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Dollar for dollar, you can't buy a better window than IDEAL All-Wethr. They cost no more, usually less, than windows that do not even approach their quality.

More than one million are in use today.



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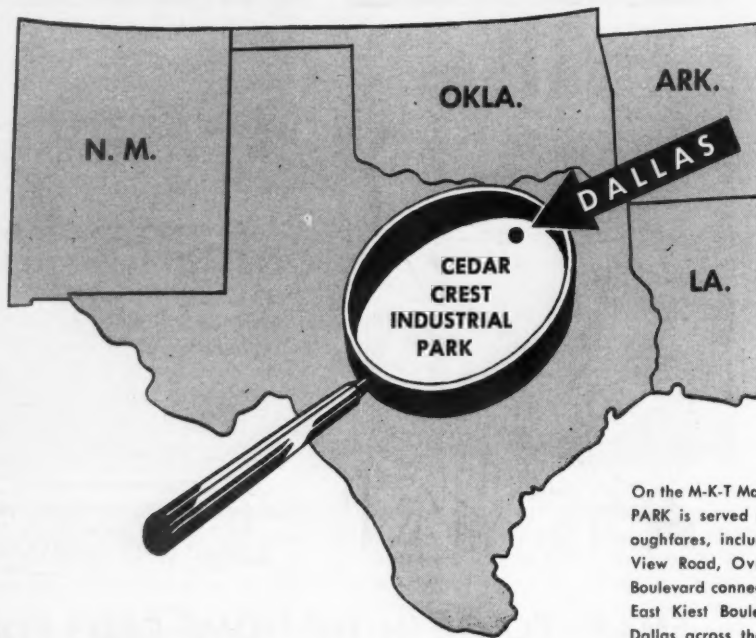
For warehouses, mills, factories and other buildings where style, color and individuality are of little importance, windows of any material will do. But in the home, where these things are paramount, wood belongs. In the home you buy... in the home you build... specify wood windows. And in wood windows, there is nothing finer than IDEAL All-Wethr.

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# Lois J. Acker

by Jim Stephenson

LOIS J. ACKER has been associated closely with George L. Dahl since 1932—four years before the fabulous Texas Centennial Exposition which her boss designed and engineered in sprawling Fair Park.

"I did everything in those days," she recalled the other day. "Typed all the architectural specifications and contracts. Was secretary, bookkeeper, receptionist and general office girl. It was hard work, but all-absorbing, with a fascination not found in the average line of business."

After 23 years with Architect Dahl she still feels the same way about her work.

"One never stops learning," she said. "I suppose it keeps a person young."

That must be true, because this 5-foot 7-inch brunette with brown friendly eyes is a vibrant, youthful person, despite her position of great responsibility in the Dahl firm of architects and engineers.

From her contemporary offices at 2101 North St. Paul Street, Mrs. Acker voices the firm's policy when the boss is away, knowing it—and the firm's clientele—fully as well as the chief architect, Mr. Dahl himself.

Office manager and personnel administrator, she writes all the firm's contracts—as she has for years—in close collaboration with Mr. Dahl. Too, she is responsible for collection of fees.

Mrs. Acker lives in a contemporary house at 7402 Centenary, for which she, in consultation with husband Edward M.



LOIS J. ACKER

Acker, worked out the decor. Mr. Acker is a locomotive engineer for the Missouri-Kansas-Texas Railroad.

The Ackers have one son, Charles Edward Acker. He is a graduate of Southern Methodist University and is now in the investment business. The young Ackers have a 15-month-old son, Richard.

Lois Acker was born and reared in Jacksonville, Texas, attended public schools there, and then taught the primary and intermediate grades in rural schools nearby for a time.

Later she took a business course at Tyler Commercial College. In 1923 she came to Dallas. Stepping off the train on that eventful morning she took a cab to the Kirby Building, went to the offices of the State Refining Company, took off her hat and went to work on her first job in Big D. After a year of duty in that office, Lois Acker was employed by Wilhide-Speakman. This firm of engineers and contractors specialized in bank, courthouse fixtures and equipment. She was secretary of the corporation until 1931. It was her first taste of allied industry related to design and construction.

Since 1932, "Miss Annie," as she is familiarly known to many people in the construction field, has, as she vows, "been at it practically all my life."

"I grew up in it," she says.

In her years with the Dahl firm, she naturally has seen some tremendous growth and development of new ideas in architecture and engineering. It is this constant change—sometimes startling—that lends her job its fascination.

And she has had a hand in some mighty important construction, including the magnificent new building of The Dallas Morning News at Young and Record Streets, and the new municipal auditorium and public library, now a-building.

She and her associates are particularly proud to have helped get the latter two long-talked-about civic projects underway.

And just a few months ago, Mrs. Acker helped Mr. Dahl write up the contracts on a grimmer sort of construction—a rather large designing and engineering program for Eastham Prison Farms.

Mrs. Acker attends University Park Methodist Church and is a past president of the Altrusa Club, and a member of the Business and Professional Women's Club. She's "crazy about" football, reads a lot of fiction and enjoys television, particularly the quiz-type programs.

Alert to progress, poised, skilled and respected in her field, Lois Acker truly can be described as a successful woman in business.

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### Agency Manager

Jerry Travers, who has been in the life insurance profession here for the last six years, has been appointed Dallas agency manager for United American Insurance Company. A native of the city, Mr. Travers is a member of the Dallas Association of Life Underwriters and the General Agents and Managers Club of Dallas. He has been active in the Junior Chamber of Commerce for several years, serving as chairman of the Jaycee Dallas Day key sales and chairman of arrangements for the recent Jaycee circus.

★

COLIN E. McRAE, MALCOLM D. THOMAS and JACK F. DANIELS are the recent recipients of promotions at Republic National Life Insurance Company, Dallas. Mr. McRae was advanced from assistant secretary to assistant vice president, agency underwriting; Mr. Thomas, from assistant secretary to assistant vice president, reinsurance underwriting. Mr. Daniels was named assistant secretary, reinsurance underwriting.

★

RIP W. NICHOLS, owner of Texas Delivery Service, was recently elected a national director of the Detachable Trash Container Association. Mr. Nichols is vice president of the Rosemont Dads' Club and a director of the North Texas chapter of the American Material Handling Association.

★

VANN O. GREGORY has been appointed Dallas and North Texas sales representative for the Krafcio Container Corporation. Mr. Gregory recently completed a training course at the company's main plant in Louisiana and in the Krafcio home offices here. He is a former student at Southern Methodist University.

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## SMU to House Graduate U.S.-Foreign Law School

Plans for a Graduate School of American and Foreign Law for the purpose of securing new horizons of understanding, mutual appreciation and cooperation among the nations of the free world, have been announced by Robert G. Storey, head of the Southwestern Legal Foundation and the Southern Methodist University School of Law, which will sponsor the graduate school.

The Graduate School of American and Foreign Law, which has already been approved by the governing boards of the Law School and the Legal Foundation, will be conducted at the Southwestern Legal Center on the SMU campus. Its primary aim will be to counteract the increasing pressures challenging the democratic concept of rule by law by offering a practical program of facts, methods, instruments and theories affecting legal relations between nations. To accomplish its purposes, the school will offer three major activities: an intensive one-year course in international and foreign legal problems to selected students from the United States; provide a one-year specialized course for foreign students in international, comparative and American law; and conduct research and publish materials in the fields of comparative law and international law.

The entire program is to be financed through friends of the Law School and the Southwestern Legal Foundation.

★

**Chance Vought Net Income.** Chance Vought Aircraft, Inc., announced at its recent annual meeting that its net income for the quarter ending March 31 amounted to \$701,984, or the equivalent of 65 cents per share. Officers re-elected at the meeting were: C. J. McCarthy, chairman of the board; F. O. Detweiler, president; H. B. Sallada, vice president; N. V. Turney, comptroller; B. W. Whitten, treasurer; and J. J. Gaffney, secretary.

★

**Capital Stock Increase.** Southwest General Insurance Company's charter has been amended in accordance with the firm's expansion plans to increase its capital stock by \$200,000, bringing the total to \$800,000. The company, now operating in five states, wrote \$2,400,000 in premiums in automobile, fire, casualty and marine lines during 1954. Its assets increased approximately 60 per cent to \$3,400,000, with a policyholders' surplus of \$1,400,000 at the end of the year.



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## New President

Mrs. Lee Dillon, newly elected president of the Dallas chapter of Women in Construction, headed the panel of officers recently installed at ceremonies held at the Cosmopolitan Room of the Belmont Hotel. Other officers inaugurated are: Mrs. Evelyn Harrison, vice president; Mrs. Jancis Wright, secretary; and Miss Bobbie Kent, treasurer. The group meets regularly on the first Monday of each month.

★

ROBERT E. SAWYER, an employee of the company since 1947, has been named chief engineer of Braniff International Airways, Dallas. Mr. Sawyer, who was cited in 1951 by American Aviation magazine as one of the nation's outstanding airline engineers, will evaluate and advise Braniff management in the selection and performance of aircraft and serve as liaison between the airline and the Civil Aeronautics Administration.

★

RICHARD A. WORTHINGTON, for 20 years active in advertising and editorial work in Dallas, has been appointed editor and advertising manager of the Dallas Home Builder magazine. The publication is the official magazine of the Dallas County home-building industry. Formerly published by a private publishing company, the magazine will now be produced by a staff of the builders' association.

★

LEE R. URQUEHART, former supervisor of purchasing and stores for Pioneer Air Lines, has been appointed to a similar position with Dallas Aero Service. Mr. Urquehart joined Pioneer in 1947, and in 1953 was made supervisor of purchasing and stores for the firm which was consolidated with Continental Air Lines in April.

## Texas Housing Resumes Residential Production

Texas Housing Company of Dallas has resumed full-scale production of civilian homes following conversion from military construction work, and has introduced a new low-cost line of pre-cut houses designed by well-known architects.

Headlining the company's new series designed by the Dallas firm of Milam & Roper is a three-bedroom, 900-square-foot home selling for \$8,250, including lot. Now being shown in Garland's Glenfield Addition, the home is one of more than 100 being erected there. The firm is engaged in a similar housing project in Oklahoma City, where 188 homes are being built. The company plans other developments on a parallel scale in Corsicana, Hughes Springs, Irving, Lewisville, Mesquite and eight other communities.

Texas Housing's panelized homes are manufactured on assembly lines at its huge plant at 9003 Denton Drive, where each element of the unit is gathered into "packages" and shipped to building sites for rapid, labor-saving construction. With conversion from military to commercial manufacture, the firm is equipped to produce more than 30 homes a day.



### New Suburban Luxury Development Starts

Hal Anderson (left), and Red Poteet (center), look over plans for Sunnybrook Estates development with W. J. Burleson, W. G. Cullum Co. construction foreman. This new luxury development is located at Inwood Road and Northwest Highway. In the background can be seen the first of eight homes to be built on the 11 acres of the site's wooded hillside. Hal Anderson and Associates are builders of fine homes operating exclusively in Preston Hollow and the Park Cities. Sunnybrook Estates is their latest development.

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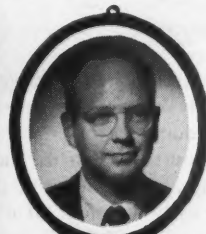
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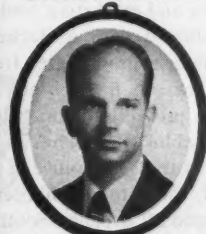
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## Young Men Going Places

# Lawson Ridgeway

By Robert Carl

"WHEN a person finds out what he wants to do in life, then goes after it with real zeal, he usually accomplishes his purpose."

That's the down-to-earth, test-proven philosophy of a *young man going places*.

Lawson Ridgeway, now 30 years old, was fairly active while attending Woodrow Wilson high school where he served as president of his freshman class. He also managed to keep well-up on his studies. And, at the same time, had a delivery route where he used to throw papers.

For such a reserved-acting boy in personality, the casual observer might never expect the innate love for selling that young Ridgeway began to develop during his early teens.

It all seemed to come easy for him too, simply because he *believed* in what he was doing.

"Just tell people the the TRUTH about things, and *let them* be the judge," Lawson early declared. "If it's a good article, then folks will usually buy what you have to offer."

These were pretty profound thoughts for a boy who had not yet tasted the grown-up world of keen competition. However, it was a good principle, and Lawson continued to abide by it even while working his way through college.

During this time he sold everything from maps and typewriters to perma-stone, a new building material being introduced then. His studies centered on advertising and marketing, and in 1948 Lawson graduated with a Bachelor of Business Administration degree from SMU.

Lawson's first job out of school was in sales promotion work with the American Brakeblok Company. In 1950, he joined the district sales office of General Motors, and soon found himself being moved around all over the Southwest; helping to set up successful sales programs in various cities. Soon after—as was to be expected



LAWSON RIDGEWAY

—Gittings

—young Ridgeway was named sales manager, and was then moved permanently to Shreveport, La.

The lad, who believes in creating a spot for one's self through long, hard work, was 27 years old when he began a small inventory of himself. Lawson thought pensively about growing markets, an awarding future, and the probable security and satisfaction that comes from doing a job well because you *like* to do it.

Probing further, he discovered a natural interest in houses. His first thought then was: "What a wonderful thing it would be if more people could own their own kind of home."

Secondly, he made an analogy from his experience with General Motors of how more people had been able to have a good automobile chiefly because they were mass-produced: "Why then couldn't houses be developed the same way?" he asked himself.

Then he picked Dallas as his place to

re-locate because he was somewhat acquainted with its real estate values, it assured a wonderful future in housing, and was filled with high-type businessmen. "It was also a good place to raise a family," he observed.

Mr. Wilson Brown, president of The Brown Organization (a leading home development company), was a little hesitant at first about adding young Ridgeway to the staff. He felt Lawson was sincere, smart and enthusiastic enough, but was short on the actual experience to "make a go" of the tough real estate business.

Lawson finally talked Mr. Brown into a deal, however, after he confidently assured himself that he could make up a temporary come-down in salary.

Since that beginning—and two and a half years later—The Brown Organization is admittedly quite proud of their highly-successful, "spark-plug" sales manager. (And Lawson has since well-earned a sizeable boost in his income.)

## Hardware, Implement Club Marks 50th Year

The Dallas Hardware and Implement Club, which is celebrating its 50th anniversary this month, will sponsor awards to state winners in the twelve Extension Districts for the members of 4-H Clubs participating in the soil judging program recently set up in cooperation with the Texas A & M Extension Service. The contest will be held next month at the Annual 4-H Roundup in College Station.

Founded in May, 1905, the club's original purpose was to assist in entertaining members and guests of the Texas Hardware and Implement Association at annual conventions, but since then has turned its attention to sponsorship of such projects as a Breeder-Feeder Movement in 1928 which was credited with turning Texas farmers from one-crop farming to diversified efforts, including livestock and poultry and feed crops. The club also sponsored a "modern store movement," a campaign to help dealers plan better store arrangements and displays, which helped introduce modern merchandising among all dealers.

It was in 1954, when the nation-wide Dealer District Conservation Program of Soil Conservation was inaugurated in Texas, that members of the Club helped form the steering committee and contributed greatly to the program's success throughout the state.

★

**New Radiation Machines.** Baylor and Maxfield Hospitals have begun construction of special housing for giant new 16,000-pound cobalt radiation machines to be used in delivering powerful yet gentle doses of irradiation to deep-seated cancers. Each of the two new units will be housed in a lead-lined unit with concrete walls nearly three feet thick to prevent the escape of potent invisible rays. The radioactive cobalt in each machine will be about the size of a square lump of sugar, but will contain energy equivalent to about \$4,000,000 worth of radium. Treatment with the cobalt machines, which can deliver up to 3,000,000 volts, is about 10 times as potent as standard therapy now available here, and is reported to be effective on 15 to 20 per cent of patients not helped by lower voltage X-ray machines.

★

**Moves To Larger Quarters.** Sonotone of Dallas recently moved to new and larger quarters in the Wilson Building, 1621 Main Street. The firm previously had occupied a smaller suite in the same building. O. M. Battle is district manager for the concern.

## INSURANCE AND BONDS



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### Elected Vice President

Marvin Gwinn, account executive with the Don L. Baxter, Inc., advertising agency, has been elected a vice president of the firm. Specializing in petroleum and industrial advertising and public relations, Mr. Gwinn is a member of the agency's executive planning board and is on the board of directors of the North Texas chapter of the National Industrial Advertisers Association.



### Joins Investment Firm

James C. McCormick, formerly with the Dallas office of Dun & Bradstreet as credit analyst, has been appointed securities analyst for Eppler, Guerin & Turner, investment firm with offices at 400 Fidelity Union Life Bldg. Mr. McCormick was graduated from Southern Methodist University in 1949, and taught a course in marketing at the School of Business there for two years.

★

JAMES C. LAIR has been appointed an agent for the Prudential Life Insurance Company of America for the Dallas area.

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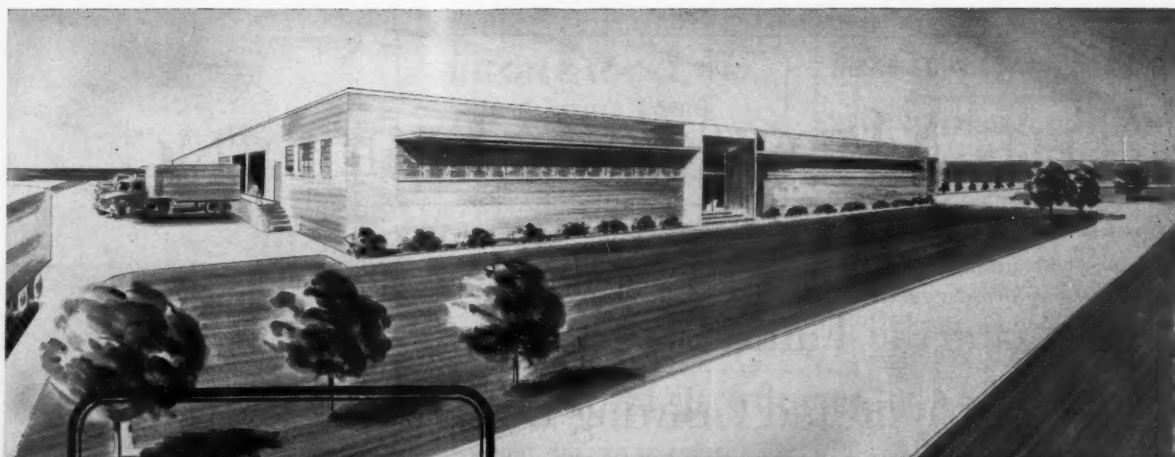
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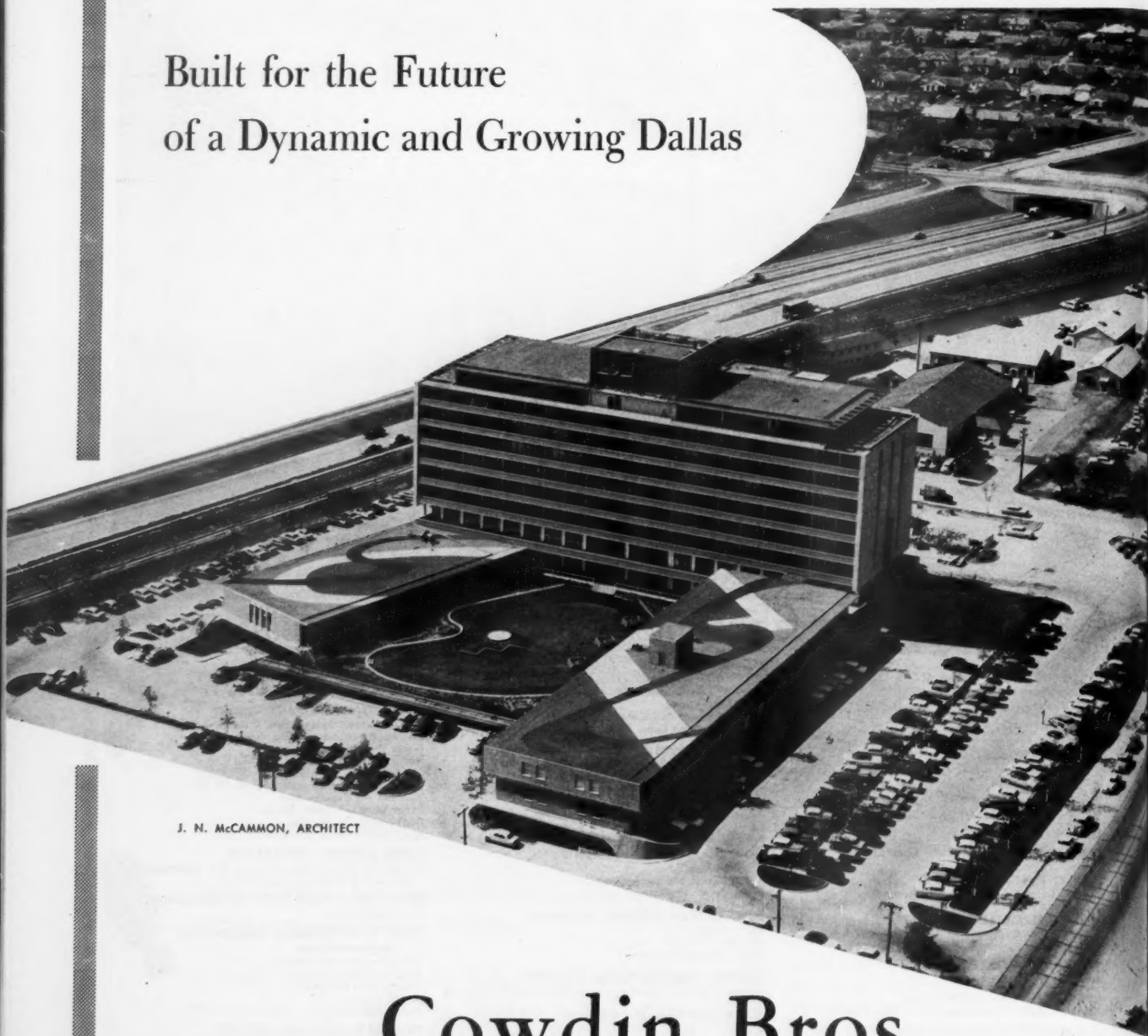
The services of this office are at your disposal. We welcome an opportunity to assist you in every possible way. See your Industrial Realtor.

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Developers of Brook Hollow Industrial District  
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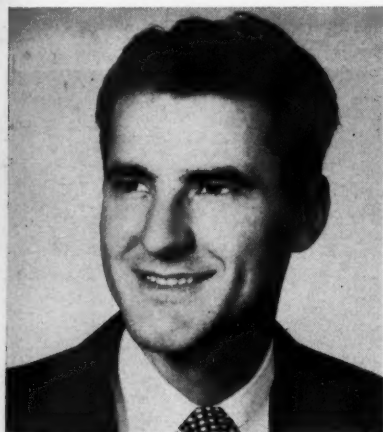


MEMBER ASSOCIATED GENERAL CONTRACTORS OF AMERICA



#### Named Vice President

Blanton W. Burford, veteran Dallas printing executive, has joined Western States Life Insurance Company of Dallas—a company which he helped organize and with which he has worked closely since its founding—as vice president. Mr. Burford is a Mason, a Shriner, an Elk, and past president of both the Dallas Exchange Club and the Graphic Arts Association.



#### General Manager

Eddie Sparks, a native Texan with over 12 years experience in the photographic field, has been appointed general manager of Ed Miley Photographic Studio, Dallas. Mr. Sparks is a graduate of the New York Institute of Photography, where he specialized in commercial and color work. He was formerly assistant to the photo laboratory supervisor of the Curtiss-Wright Corporation of New Jersey where he directed the work of photographers and darkroom technicians.

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DALLAS, TEXAS



### Heads Etex Chamber

Fred Pool, a director of the Southern Chamber of Commerce Executive Association covering 15 states and former assistant general manager of the East Texas Chamber of Commerce, has been appointed general manager of the Etex group. He will assume his new duties July 1. Mr. Pool, who attended SMU and the University of Texas before being graduated from the Cumberland University Law School in 1935, started his chamber of commerce work in 1946 as manager of the Bayshore Chamber at La Porte.



### New Water Superintendent

Henry Graeser, who came to Dallas from East Texas in February, 1949, as assistant superintendent of the Department of Water Works, has been named superintendent of the department. A graduate of Texas A&M, Mr. Graeser has been active in youth movements in the city for the last several years, especially with the Downtown YMCA, where he was chairman of the membership committee last year, and with the Boy Scouts.

## From downtown skyscraper



## HENRY C. BECK COMPANY jobs switch to neighborhoods

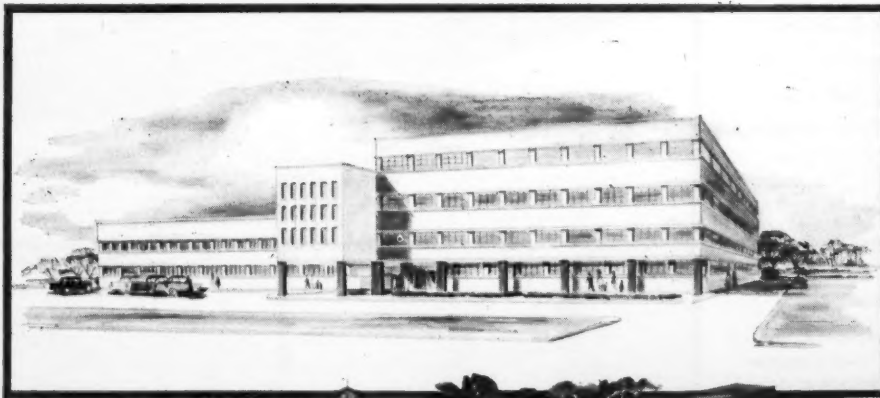
Having just completed the 30-story Adolphus Tower in the heart of town, the Henry C. Beck Company is currently engaged in two large neighborhood jobs in Dallas.

One of these, the \$5,000,000 A. Harris & Company Oak Cliff Center, will be one of the nation's handsomest and best planned neighborhood shopping centers. Progress on the job has been exceptionally fast: first above ground concrete was poured on November 17th and A. Harris will start installation

of fixtures in their new store on June first.

At the opposite end of town, on North Central Expressway, Henry C. Beck Company is building a four-story addition to the home office of the Republic National Life Insurance Company. This construction will add 135,000 square feet to the company's office space.

The variety of these recent and current jobs in Dallas is typical of the construction work the Henry C. Beck Company is doing throughout the South.



Republic National Life Insurance Company addition.  
Architect: George L. Dahl, Dallas.

A. Harris Building, part of the Oak Cliff Center job.  
Architects: Harwood K. Smith and Joseph M. Mills, Dallas.  
Consulting Architects: Welton Becket & Associates, Los Angeles.



**HENRY C. BECK COMPANY**  
CONTRACTORS ENGINEERS  
DALLAS ATLANTA

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**LIFETIME**

**COLOR**

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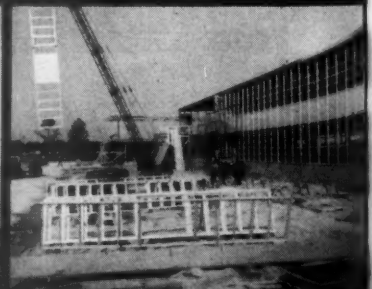


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William B. Tabler, Architect  
Robert E. McKee, General Contractor

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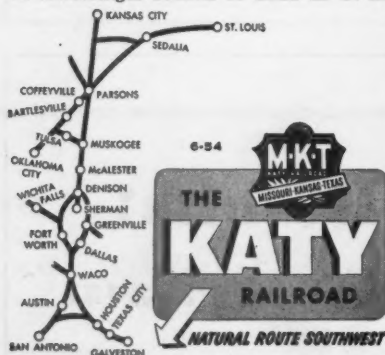
**for freight**—fast and dependable via the famous Katy Comet and other Katy fast freights. From St. Louis and Kansas City to principal Missouri, Kansas, Oklahoma and Texas cities. Ask about Katy's L. C. L. Freight merchandise service.



**for industrial expansion**—outstanding Katy-served industrial districts and sites. Ample Labor, Natural Resources, Low Cost Power at your service. Contact Katy Industrial Department, Dallas 2, Texas, without cost or obligation.

## THE KATY IN DALLAS

Standout Katy-developed industrial locations include Air Lawn, Garland, Farmers Branch, Cedar Crest and similar areas in greater Dallas. Newest home for Dallas industry is the Windsor-Katy Brook Hollow District, ideal in location, beautiful in appearance, a complete range of advantages second to none in U. S.



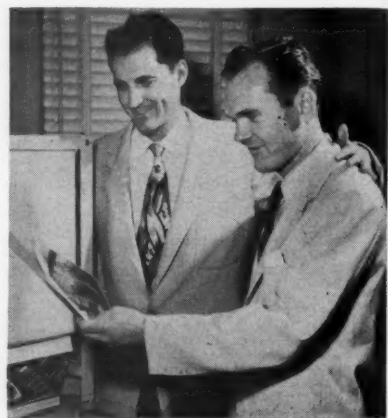
BIGGS

The man behind the covers of DALLAS is Bud Biggs, who puts on his idea hat once a month and comes up with our cover design.

All other original artwork, including the pen and ink sketch of SMU Prexy Doctor Willis Tate on page 16, is the product of Bud's able pen. While working on the sketch of Dr. Tate, Bud reminisced about the Mustang Elevens of 1927 and 1928 which numbered both Tate and Biggs among the Varsity linemen. The two linemen followed different paths after college, but are back on the same team once more. Doctor Tate is calling the

signals out on the Hilltop and Bud Biggs is teaching a class in Advertising Art.

Doris Stewart is the gal in charge of misspelled words and transpositions for DALLAS. In her spare time she grinds out stories like "Teachers for Texas" (p. 23) and "New President for SMU" (p. 16). Doris graduated from SMU in June of 1953, with a bachelors degree in journalism. During her senior year she was News Editor of the semi-weekly SMU Campus. Before taking over as Associate Editor of DALLAS in February of this year, Doris spent a year and a half with Ayers Compton Associates, public relations counselors.



SPARKS AND EDWARDS

More than a score of professional photographers were scampering over rooftops looking for effective angles for skyline pictures on the night of March 7, when most of the lights in downtown buildings were turned on during the building owners and managers meeting. Among those dangling from precarious perches were Eddie Sparks (left) and Bill Edwards, both employees of Ed Miley Studio. Eddie and Bill came up with some unusual shots which were used in the April issue of DALLAS. Eddie made the photograph used on the cover of the April issue, and Bill gets credit for the shots on pages 50 and 51.



STEWART

## Two Units of Decorative Center to Open in July

The first two units of the proposed Decorative Center of Dallas, a colony of five buildings devoted to furniture, fabric and accessories showrooms and designated Buildings A and B, will be completed in July. The Center, situated on a 9-acre site bounded by Slocum Street, Oak Lawn and Hi-Line Road on the Stemmons Expressway, will eventually embrace more than 150,000 square feet of display space, of which the units now nearing completion will provide 38,000 square feet.

Main part of the Decorative Center will feature ground-floor level showrooms throughout, although plans do include erection of a multi-story building. Each of the five buildings will face onto a courtyard and sunken garden. Center Realty Company is the developing company for the center, for which Jacob E. Anderson is the architect and McFadden & Miller the contractors. Bill Campbell, Jr., of Moser Realty Company is the leasing agent.

★

**JUSTIN McCARTY**, president of Justin McCarty, Inc., manufacturer and national distributor of women's and juniors' sportswear and dresses, has been named to the board of directors of the W. A. Green Company. With D. J. Tobin, president of the department store which he recently bought, Mr. McCarty and Attorney Henry Coke, Jr., secretary, comprise the firm's board. Mr. McCarty is also a director of the Texas Bank and Trust Company. During World War II, he served as permanent chairman of the Office of Price Administration's advisory committee for the women's sportswear manufacturing industry.

★

**EDWARD W. BRADY**, a former Dallas resident who has been associated with Mead Johnson & Company, Evansville, Indiana, for the last five years, has been appointed vice president in charge of sales for Goodrich-Wright, Inc., manufacturers of pharmaceutical specialties. Under the terms of the agreement, Mr. Brady becomes a part owner of the Goodrich-Wright company.

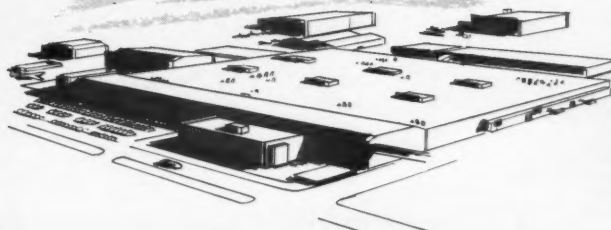
★

**JEFF L. BLACKWELL**, a former student of East Texas State College at Commerce who recently moved to Dallas, has been added to the investment counselor staff in the Dallas home office of Wm. J. Garrett & Company, investment banking firm.

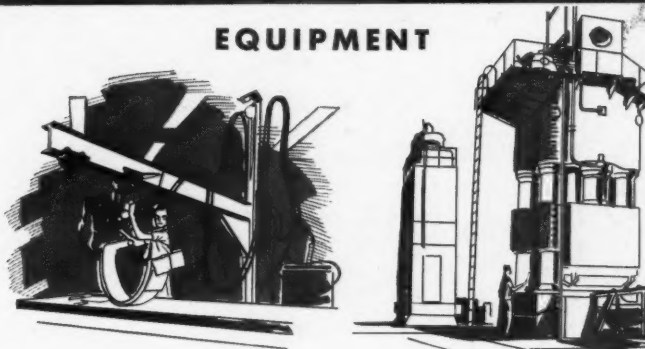
# TEMCO AIRCRAFT

*Producing for today  
Developing for tomorrow!*

## FACILITIES



## EQUIPMENT



## TEMCO FACILITIES

total almost 2,000,000 square feet of production space in three major plants at Dallas, Garland, and Greenville, Texas. Production capacity is estimated at a potential of over 20,000,000 pounds of airframe per year.

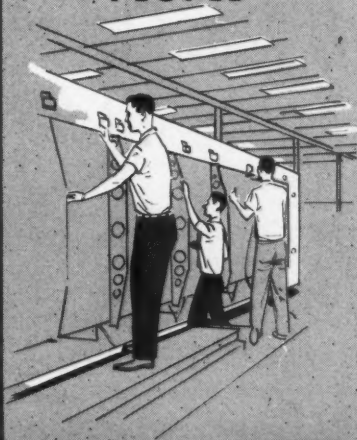
## TEMCO EQUIPMENT

is the most modern of its kind. From delicate electronic devices to heavy hydraulic presses, TEMCO is equipped to fabricate a small component or a complete air weapons system.

## TEMCO PEOPLE

8,000 strong, are possessed with a spirit and determination that has made TEMCO what it is today. They work as a team with one objective — to produce a quality product, on schedule, at lowest possible cost.

## PEOPLE







## Is THIS GREEN *hard for you to reach?*

Sometimes the long profit green is hard to reach.  
But businessmen get there easier when they have enough  
working capital.

Making working capital available to you is an important  
part of our business. Come in to Texas Bank, Main and  
Lamar, and talk with one of our loan officers about your  
business needs. You'll see why thousands of Dallas  
businessmen say "Turn to Texas Bank . . . it's easy!"

Be a part of the *growth* bank in growing Dallas.



# TEXAS BANK

& TRUST CO. of DALLAS

MAIN & LAMAR

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

## Modern Peace Officers

(Continued from Page 15)

Radio Patrol Division; and Officer E. S. Crisp, Traffic Division.

Second place—Detective O. B. Johnson, Criminal Investigation; Assistant Jailer J. I. Adams, Service; Patrolman R. D. Lewis, Radio Patrol; and Patrolman W. J. Harrison, Traffic.

Third place—Detective J. M. Souter, Criminal Investigation; Assistant Radio Dispatcher H. A. Stephenson, Service; Patrolman C. W. Deloney, Radio Patrol; and Patrolman C. R. Hamilton, Traffic.

Patrolman C. M. Maze was cited as "Rookie of the Year." Patrolman L. V. Patterson won the L. M. McKinney Traffic Award and Sgt. C. B. Owens got the Times Herald Award.

Patrolman J. F. Brumit won the Judge William H. Atwell Award for his essay on what police work meant to him, basing his theme on Christian precepts.

Sgt. R. E. Dugger, Jr., and Patrolman W. A. Springs each won the Life Saving Bar and Certificate.

Certificates of Merit for outstanding performance of duties went to Detectives M. A. Barnes, R. R. Harvill, W. M. McGee and E. R. Deos, Sgt. D. C. Harrison, and Patrolmen S. O. Bellah and T. L. Butler.

Chief Hansson and Sheriff Decker themselves came off with some handsome framed citations for the high degree of efficiency and morale of their respective departments.

★

DAVID HUNDAHL, former assistant to the president of Preferred Life Insurance Company, has been elected vice president and agency director of the National Security Life and Casualty Company. Mr. Hundahl is a member of the Texas Bar Association and the International Association of Accident and Health Underwriters. He is a graduate of the SMU School of Law and the University of Tulsa.

★

ROBERT D. STECKER, vice president of Sanger's department store, has assumed the position of general merchandising manager for the entire upstairs store and the firm's Highland Park Village and Preston Center stores. Mr. Stecker, who joined Sanger's in February, 1952, previously had been with Gimbel Brothers in Philadelphia and with Spiegel, Inc., as vice president in charge of mail order and retail fashion operations, from which position he became director and general merchandising manager of the firm.

# Dallas PIONEERS



ANOTHER Dallas landmark—"The New Turtle Creek Station" looms behind this construction picture of one of Dallas major traffic separations at Oak Lawn and Hines Boulevard. The Trinity meandered very near this site in 1909 when the "New Turtle Creek Station" became the main pumping unit in Dallas water supply. It was preceded by a small station located near the present site of Dal-Hi Stadium. The first pumping station was built in 1887 and water supply came from the West Fork of the Trinity. While this plant was being constructed, a standpipe was put up on top of Polecat Hill to preserve pressure and connected to the system then served to the original Browder Springs Supply. From 1903 to 1912 Dallas grew from 42,600 to 92,100 and during this time this section had the worst drought in its history. As Dallas distribution expanded during those years the firm of W. W. Overton & Company, food brokers, was organized in 1911 by W. W. Overton, Sr. The first firm occupied quarters on the present site of the Adolphus Hotel Century Room and later moved to its present quarters in the Texas Bank Building. Through the years the firm has represented such firms as Imperial Sugar Company and has dealt in canned goods and specialty items. Today, the firm operates in the northern half of Texas and has branches in Tyler and Abilene. President of the company today is W.W. Overton, Jr., who is also chairman of the board of the Texas Bank & Trust Company. R. F. Tinkle is vice-president and general manager, Roy Duke, secretary, and W. T. Overton, assistant secretary-treasurer.

## Business Confidence Built on Years of Service

Old firms like old friends demonstrate their worth by dependable service through long periods of prosperity and adversity. The Dallas business pioneers listed on this page have progressed with the city they have helped to build. Their long and successful operations point up to the economic power and stability of the community. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.



**1857** Sanger Bros.  
in Texas  
Opened Dallas Store in 1872

**1869** The Schoellkopf Company  
Manufacturers and  
Wholesale Distributors

**1872** Waples-Platter  
Company  
White Swan Fine Foods

**1874** Bolanz &  
Bolanz  
Real Estate and Insurance

**1875** First National  
Bank in Dallas  
Banking

**1875** Dallas Transfer &  
Term. Whse. Co.  
Warehousing, Transportation,  
and Distribution

**1876** Trezevant &  
Cochran  
Insurance Managers

**1885** Mosher Steel  
Company  
Structural Reinforcing  
Steel and Machinery Repairs

**1890** William S.  
Henson, Inc.  
Advertising Printing

**1893** Oriental Laundry  
and Cleaners  
Finer Laundering, Cleaning,  
and Fur Storage

Established  
**1893** Sparkman-Brand,  
Inc. Morticians  
Originally, Laundermilk,  
Broussard and Miller

**1897** Anderson  
Furniture Co.  
Dallas' Oldest Furniture Store

**1898** Lang's Floral  
& Nursery Co.  
The Southwest's Foremost Florists,  
Decorators, Nursery Landscape  
Service

**1900** John Deere  
Plow Company  
Agricultural Implements

**1903** Smith's Detective  
Agency  
Burglar Alarm, Fire Alarm  
Radio Patrol Service

**1903** First Texas Chemi-  
cal Mfg. Company  
Pharmaceutical Manufacturers

**1904** Burton & Wilkin  
Over 100 Kinds of Insurance

**1905** Lingo Lumber  
Company  
"There's a  
Material Difference"

**1905** Rubenstein &  
Sons, Inc.  
Gulf Princess, Ready To Fry  
Breaded Shrimp,  
Lady Rita Shelled Pecans

**1906** Hesse Envelope  
Company  
Manufacturers of Envelopes  
and File Folders

**1911** W. W. Overton  
& Co.  
Food Brokers

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★ C ★  
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## Extend the Invitation of LIGHT

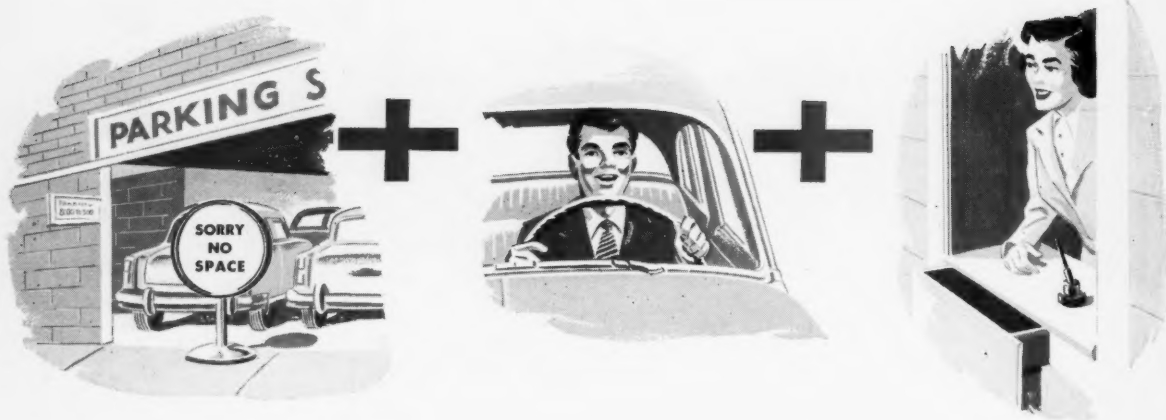
Like a cheery smile of welcome good lighting attracts people. It's a cordial invitation that goes a long way to build confidence in your services and products, for it seems to say, "The owner of *this* business is proud of what he has to offer!"

That's why good merchandisers always invite the customers in with *outside* lighting. It's a good investment in first and *lasting* good impressions, because modern outside lighting works the clock around at a cost surprisingly low for the job it does.

It may pay you well to ask Dallas Power & Light Company lighting engineers to check your outside lighting. If it can be improved, to increase your business, they will gladly advise the practical way to get the job done. No obligation, of course. Call RANDolph 9321, station 368.



**DALLAS POWER & LIGHT COMPANY**



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